BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

NBC ARTISTS SERVICE

GEORGE ENGLES · MANAGING DIRECTOR

★ ★ ★ ★ ★ ★

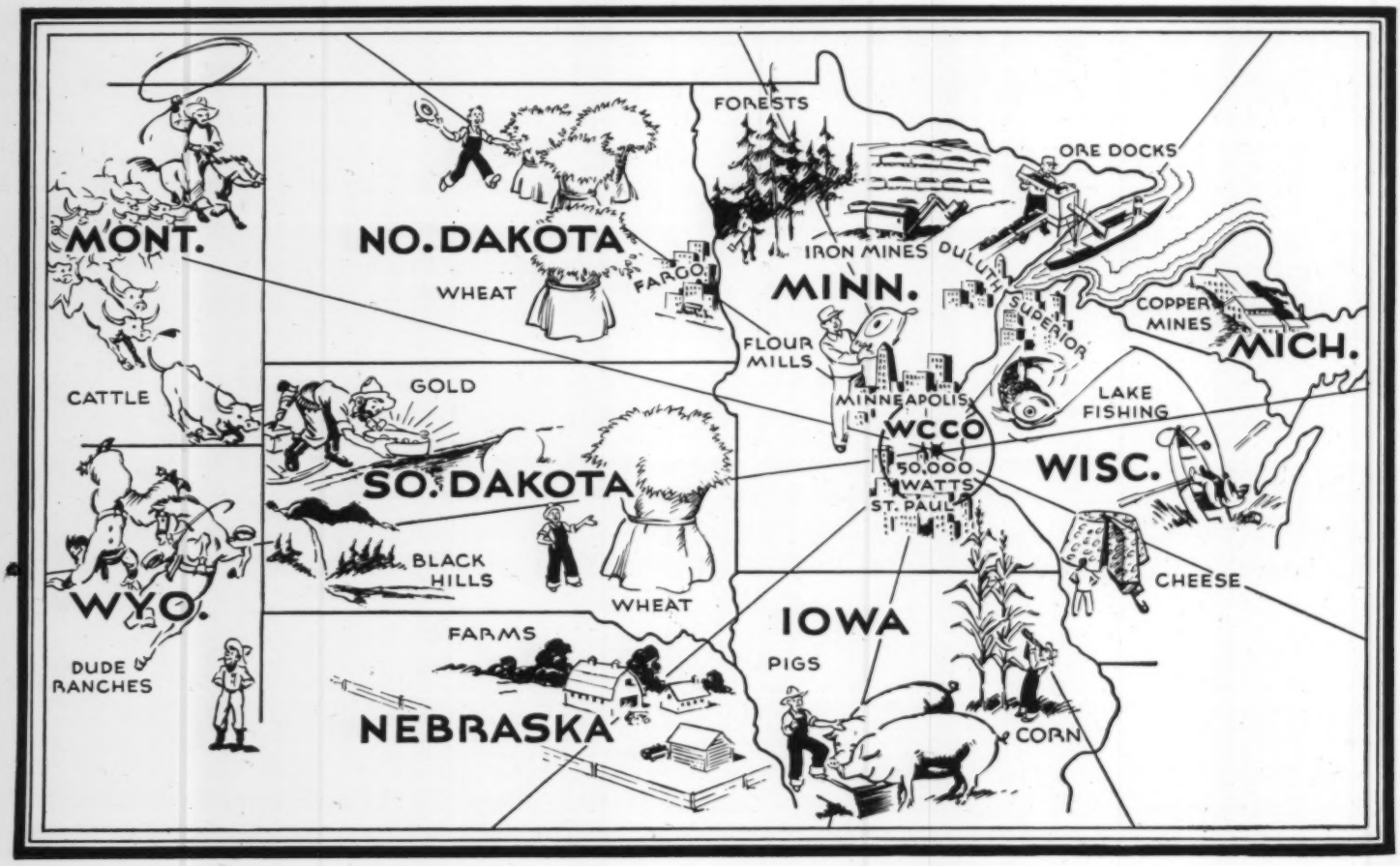
An organization whose extensive facilities permit it to offer a more brilliant array of representative artists than any other agency of its kind. These are available, not only to Broadcast Advertisers in particular, but for every form of public entertainment or private function, including lectures, concerts, recitals, conventions, dances, banquets, stage productions, motion pictures and phonograph recording. Inquiries receive immediate attention.

★ ★ ★ ★ ★ ★

NEW YORK BOSTON WASHINGTON SCHENECTADY CHICAGO
DENVER PORTLAND, ORE. SAN FRANCISCO LOS ANGELES

GATEWAY *to* THE GREAT NORTHWEST

MINNEAPOLIS **WCCO** SAINT PAUL



50,000 WATTS

Cleared Channel **810 Kilocycles** **Full Time**

- With its new 50,000-watt Western Electric transmitter, WCCO enters upon a new era of service as the radio gateway to the three-quarters of a million receiving sets in the Great Northwest.
- You can tell your story to each one of these three-quarters of a million radio-equipped homes, fifteen minutes in the daytime, for thirteen one-thousandths of a cent—***750 homes for a dime.***
- Use radio for your selling message where radio reception is at its best—and where you have a 50,000-watt station to deliver it.

WCCO's Commercial Rates, Effective September 1, 1932:

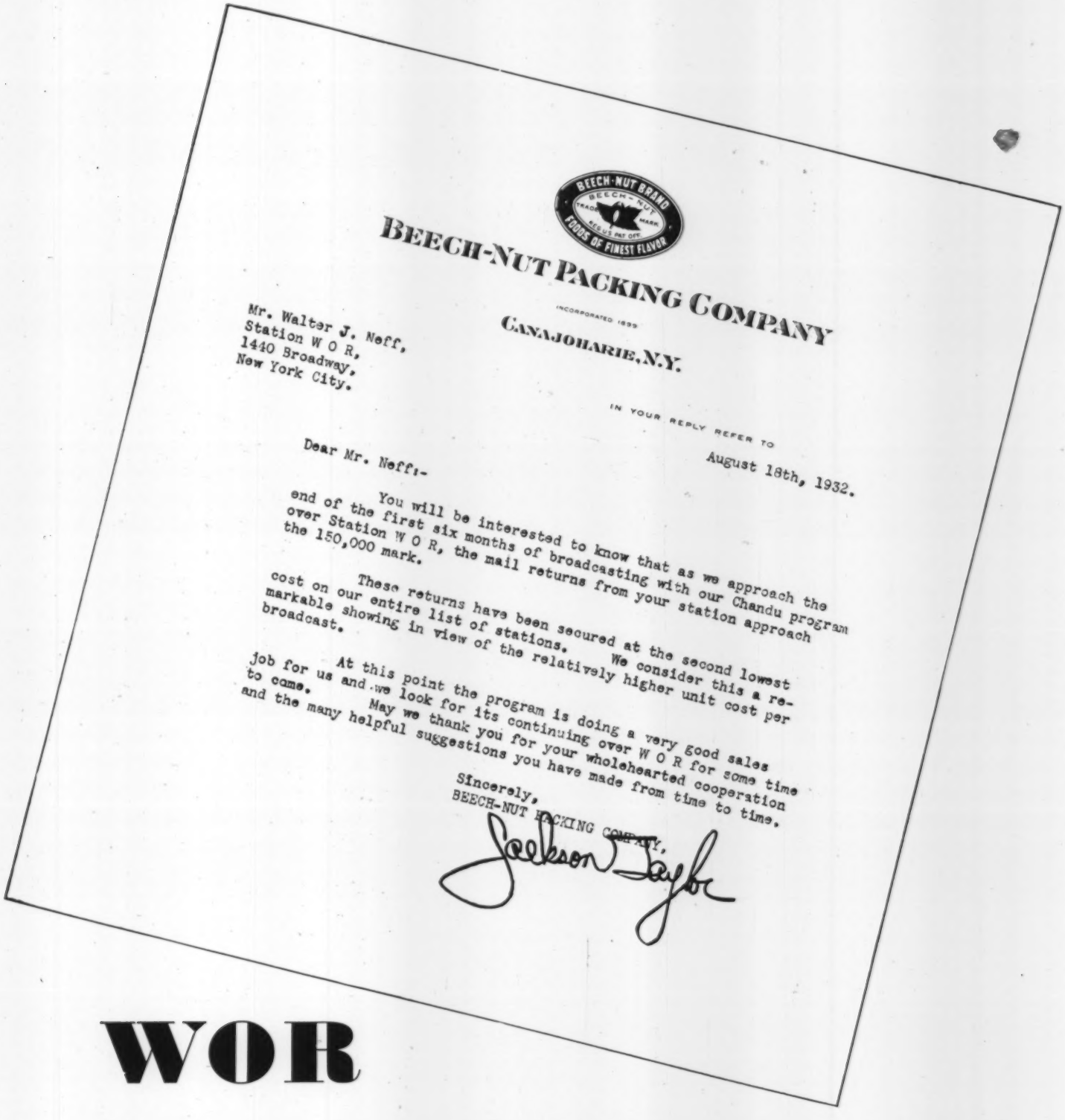
Six to Ten-Thirty P. M.				
Consecutive Times	1-12	13-25	26-51	52-103
One Hour	$425	$403.75	$393.00	$382.50
One-half Hour	265	251.75	245.00	238.50
Fifteen Minutes	160	152.00	148.00	144.00
All Other Hours				
One Hour	$275	$261.25	$254.25	$247.50
One-half Hour	165	156.75	152.75	148.50
Fifteen Minutes	100	95.00	92.50	90.00
Ten Minutes	75	71.25	69.50	67.50
Five Minutes	45	42.75	41.75	40.50

Announcements:	Morning Time Signal 7:00-9:00 a.m.	Noon 12:00-1:00 p.m.
1 Announcement per week	$25	$35
2 Announcements per week	45	63
3 Announcements per week	60	84
4 Announcements per week	75	105
5 Announcements per week	88	123
6 Announcements per week	100	140

NORTHWESTERN BROADCASTING, *Inc.*

H. A. BELLOWS, Pres. Offices: Nicollet Hotel, Minneapolis E. H. GAMMONS, Vice Pres.

Similar results are the regular experience of WOR advertisers.



BEECH-NUT PACKING COMPANY

INCORPORATED 1899

CANAJOHARIE, N.Y.

Mr. Walter J. Neff,
Station W O R,
1440 Broadway,
New York City.

IN YOUR REPLY REFER TO

August 18th, 1932.

Dear Mr. Neff:-

You will be interested to know that as we approach the end of the first six months of broadcasting with our Chandu program over Station W O R, the mail returns from your station approach the 150,000 mark.

These returns have been secured at the second lowest cost on our entire list of stations. We consider this a remarkable showing in view of the relatively higher unit cost per broadcast.

At this point the program is doing a very good sales job for us and we look for its continuing over W O R for some time to come.

May we thank you for your wholehearted cooperation and the many helpful suggestions you have made from time to time.

Sincerely,
BEECH-NUT PACKING COMPANY,

Jackson Taylor

WOR

BAMBERGER BROADCASTING SERVICE, Inc.

NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY . New York City

with the best *of the* lot

No weak-sister stations on Spot Broadcasting schedules. Only the best station in each city. Because *you*—not somebody else—say which station is to be used.

The Shell Oil Company and the Beech-Nut Packing Company, among others, think that's a way to returnful radio advertising. And use Spot (individual station) Broadcasting through Scott Howe Bowen, Inc., pioneer in the field.

You can have live talent with already-built-up local audiences. Or recordings by Byers Recording Laboratory, acknowledged the best of all. You give people what they want, when they want it, where *you* want it. Naturally you get bigger returns.

For these and other cogent reasons Scott Howe Bowen, Inc., place more Spot Broadcasting than any other organization. Let us show you how we can help you lick tough selling problems.

SCOTT HOWE BOWEN INC

SPOT BROADCASTING

CHRYSLER BUILDING, NEW YORK CITY

CHICAGO DETROIT OMAHA BOSTON
KANSAS CITY SAN FRANCISCO

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 3, NO. 5 | WASHINGTON, D. C. | SEPTEMBER 1, 1932 | $3.00 PER YEAR—15c A COPY

Copyright Fees on Percentage Scale Forced

By SOL TAISHOFF

NAB Under Duress Accepts 3-Year Contracts of 3, 4, and 5% Plus Sustaining Fee; Schuette Given Plenary Powers

LEFT WITH NO alternative, the broadcasting industry has accepted "under protest" the percentage formula of the American Society of Composers, Authors and Publishers fixing the payment of royalties for the right to perform the copyrighted music controlled by that monopoly. Drastic revisions upward of the present scale become effective Sept. 1 for all stations with more than 500 watts power and Oct. 1 for all others.

The ASCAP proposal was accepted involuntarily by the NAB board of directors at a special meeting in New York Aug. 24, when it became evident that the copyright group would not agree to anything other than the percentage basis, holding broadcasters at their mercy under threat of suits for infringement if they failed to accede. The new contracts will require payment of "sustaining" fees, to be readjusted in the cases of some stations, but to net ASCAP approximately the amount it now receives on a flat rate basis, plus "commercial" fees on a percentage basis for all stations. This latter fee will be 3 per cent of each station's "net receipts" for sale of time for the first year, 4 per cent for the second and 5 per cent for the third.

Schuette Given Powers

COINCIDENT with the board's action accepting the new scale, it conferred upon Oswald F. Schuette, director of copyright activities, plenary powers to deal with all further phases of the copyright situation and to represent the industry in the drafting of the new individual contracts with ASCAP. The negotiating committee, consisting of P. W. Morency, WTIC, Hartford, chairman, Edward Klauber, CBS first vice president, and A. L. Ashby, NBC vice president and general attorney, was dissolved, as was the plenary committee, comprising A. J. McCosker, WOR, chairman, F. M. Russell, NBC Washington vice president, and H. C. Butcher, CBS Washington director. These committees have grappled with the copyright problem since last April. Their functions were given Mr. Schuette by formal resolution.

Under the arrangement all stations will be accorded identical treatment in the "commercial" licenses. The networks will not be dealt with as separate entities, but will pay the royalties on the net sales of each station which they own or operate, rather than on their receipts as networks. Stations subscribing to network programs will pay the percentage rate on network, as on local commercials.

While the new contracts become effective as of Sept. 1, except for stations of 500 watts or less, which have been accorded extensions of their present contracts until Oct. 1, assurances have been given that stations will not be "stampeded" into signing them at once. Infringement suits will not be instituted against stations that have expressed willingness to accept contracts once the final terms are agreed upon, E. C. Mills, ASCAP general manager, has notified Mr. Schuette. It is suggested that broadcasters consult their local attorneys before signing the new contracts.

Suits Threatened

MR. MILLS declared he expected the new contracts to increase the royalties paid by broadcasters from the present annual figure of $966,000 to $3,000,000 in 1933, $4,000,000 in 1934 and $5,000,000 in 1935. His estimates were based largely on present business and on the assumption that there would be no reduction in the "sustaining" license income of ASCAP from stations. His estimates are considered high by broadcasters.

Indications were given that several larger stations might attempt to test the legality of the new contracts. There also was talk of instigating action in the Department of Justice against ASCAP as an illegal monopoly, and of petitioning the Federal courts to grant injunctive relief until the legality of the new contracts can be tested. However, only vague and indefinite suggestions of such procedure reached BROADCASTING up to press time.

The fact that the NAB board recommended the acceptance of the ASCAP formula does not definitely close the door for the next three years to possible readjustments in the interim. It was pointed out that Mr. Schuette, as executive secretary of the Radio Protective Association, representing independent set manufacturers, forced RCA to reduce the percentage of royalty it charged set manufacturers for the use of its patents through negotiation and without a court decision to hold such royalties excessive or illegal. It is even possible that, in the ensuing negotiations with ASCAP, which began Aug. 30 in New York between Mr. Mills and Mr. Schuette, some reduced basis may be worked out.

While for the time being the commercial fee of 3 per cent for the next 12 months seems to be fixed, there will be readjustments of the "sustaining" license, in some instances. Practically since the negotiations began in April, Mr. Mills has declared that the fees paid by some 310 "smaller" stations would be substantially reduced through readjustments of their "sustaining" fees. This he reiterated upon acceptance of the percentage basis, and on Aug. 25 at a preliminary conference with President Harry Shaw of the NAB, Managing Director Philip G. Loucks and Mr. Schuette, he agreed to sit with Mr. Schuette to work out revision of the "individual" sustaining fees.

Big Station Increase

BRIEFLY, according to Mr. Mills, about 130 large stations will pay heavily increased fees. A number of them may be requested to accept increases in their "sustaining" licenses. Some 310 small stations, he pledged, would be given sharp reductions in these "sustaining" licenses. High power stations in poor markets, he indicated, would not be asked to pay "sustaining" fees equal to those of stations of the same power in thriving markets. He declared that the cases of individual stations will be gone over carefully in the conferences with Mr. Schuette.

Just what the term "net receipts" embraces is now the subject of considerable misunderstanding. The new contract form of ASCAP, now being prepared, and shortly to be served on all stations by ASCAP agents, will describe it as "the full amount received by or paid to the station for any of its time on the air, less commission not exceeding 15 per cent, if any, paid to the advertising agent or agency not employed or owned in whole or in part by the station."

Mr. Mills implied to this writer that no other items would be deductible. The NAB negotiating committee, however, informed the board of directors that this term

Statement by Mr. Schuette . . .

Mr. Schuette

"THE EFFORTS of the National Association of Broadcasters to protect the industry against extortionate copyright fees were not abandoned when the board recommended the acceptance of the percentage basis demands of the American Society of Composers, Authors and Publishers.

"For the moment, that protection must be found in an equitable revision of terms of the proposed contracts with the individual stations. Mr. Mills, the general manager of the Society, has agreed to cooperate in that revision.

"The acceptance of the percentage contracts was forced by the threat of infringement suits on a scale that would have destroyed the industry. That is an unsound basis for any negotiations. The contracts which are finally made must be free from any implication of racketeering. They must represent fairly and equitably the value of the actual use of the compositions controlled by the Society.

"Any other basis for compensation would be unfair to the broadcasters, to the members of the Society, to composers who do not belong to the Society, and to the public.

"More than ever, this situation calls for a united front on the part of the broadcasting industry."

XUM

"excluded such items as agency commissions, time discounts, bad debts and retroactive discounts." In other words, the double commissions for placement of business, in their opinion, also would be deductible.

This important item, it is understood, will be threshed out at once by Mr. Schuette in his negotiations with Mr. Mills. Lack of uniform practices in the manner of computing rates existing among stations, as well as other differences in systems of cost accounting would make such a provision utterly inequitable, it was said, emphasizing the necessity of clear understanding of the term if discrimination is to be avoided.

Book Inspection Demanded

WHILE the complete new contract was not available as BROADCASTING went to press, Mr. Mills said the wording would be almost identical with the form drafted last April (published in April 15 issue of BROADCASTING), except for Clause 9, dealing with the percentage basis. The original ASCAP plan was a straight 5 per cent of gross tax, plus a sustaining license, with networks to pay on their gross.

Payments to ASCAP will be required in equal monthly installments on the "sustaining" license on or before the tenth of each month to cover the preceding month. On the "commercial" license, accountings are requested on or before the tenth of each month covering operation of the previous calendar month, on forms provided by ASCAP. Such accounts are to be under oath, signed by a responsible officer of the company and "subject to audit during customary business hours."

Mr. Mills said ASCAP will demand the right to inspect the "sales ledgers" of stations to ascertain that accountings are correct. He denied this would be a general practice, declaring it would only resort to that right when it suspected stations of "dishonesty." Joyce & Mattis, of New York City, are the certified public accountants of ASCAP and will direct its auditing under the new contracts.

Acceptance of the ASCAP demand came after a tumultuous session of the NAB board at the Hotel Commodore in New York Aug. 24, at which the unanimous sentiment apparently was one of utter indignation at ASCAP's coercive methods. While the inclination was flatly and unqualifiedly to reject the demand, a majority of the board voted acceptance after it appeared that there was no immediate legal remedy at hand until Congress convenes in December. To have broken off negotiations would have meant that ASCAP would be in position to sue all stations at the rate of $250 per infringement for each copyrighted composition played after Sept. 1—a threat that was far too serious to challenge.

Called Best Deal

THE NEGOTIATING committee reported to the board that it had reached the 3, 4 and 5 per cent three-year contract basis at the outset of the board meeting. "The committee believes that the foregoing settlement is the most favorable that can be reached and recommends that the board accept it and recommend its acceptance by the individual stations," read its final report.

After the stormy session, the board voted acceptance of this report in a formal resolution, thanked the committee for its efforts and relieved it of further duties. A. W. Scharfeld, attorney for WGN, Chicago (proxy for Quin A. Ryan, WGN); A. A. Cormier, commercial manager of WOR, Newark, (proxy for Mr. McCosker); Arthur B. Church, KMBC, Kansas City, and G. A. Richards, president of WJR, Detroit, (proxy for Leo J. Fitzpatrick), were the board members who protested the action most vigorously and asked to be reported as "not voting."

The board then revised its whole future plan of procedure on copyrights, vesting "dictatorial" authority in Mr. Schuette, who previously had been restricted in his activity to the legislative efforts in Congress where he was responsible for the drafting of legislation which might have effectively ended the ASCAP extortions had it not become enmeshed in the legislative jam. That same legislation, however, strongly supported by a sizeable majority in the House and with many friends in the Senate, will be in the first order of business when Congress reconvenes in December.

In its resolution, the board continued Mr. Schuette's employment and decided to "invest in him all the powers necessary to the successful handling of copyright and such other matters as may be referred to him for his action by the board."

Thus, by delegating full authority to Mr. Schuette, the board gave evidence of its determination to see that the copyright fight is not

(Continued on page 19)

J. Leslie Fox Appointed WSM Commercial Head

Mr. Fox

J. LESLIE FOX, who established a nationwide reputation for KFH, Wichita, in advertising circles, by virtue of his pioneering efforts in radio merchandising, has left the management of that station to become commercial manager of WSM, Nashville, effective Sept. 1. Mr. Fox will be succeeded as general manager of KFH by Cecil U. Price, of Wichita.

In his new capacity Mr. Fox will have direct charge of the commercial activities of WSM, new 50 kw. outlet, and will install a merchandising service, through which jobbers and dealers are contacted and an accurate check on sales of the products advertised is kept. The merchandising activities inaugurated by Mr. Fox at KFH have been widely adopted throughout the industry.

Mr. Price comes to KFH from the Goodwin Radio Corp., local Atwater Kent distributors, of which he was secretary-treasurer. The KFH merchandising department will continue to function under the same personnel developed by Mr. Fox by virtue of its many past successes in collaborating with national advertisers.

Prospects for Electrical Transcription Business Held Very Good by Agencies

Advertisers Said to Experiment With Radio via Disks; One Executive Says Fall Trade is "Month Behind"

EXCEPT that "business is running one month behind," prospects look exceedingly bright for spot broadcasting via the electrical transcription route this fall and winter. The transcription field, like the national and local fields, is in a fair way to come out of the doldrums that becalmed it last spring after a fairly flourishing winter business.

The foregoing is the gist of reports reaching BROADCASTING from key men in the spot broadcasting field. Howard S. Meighan, general manager of Scott Howe Bowen, Inc., is authority for the opinion that "business is running one month behind." He looks to October to herald the seasonal spurt in business that usually gets under way early in September.

Prejudice Disappears

"MORE AND MORE important firms," said Mr. Meighan, "are turning to transcriptions. Highest quality programs and highest grade talent are available for recordings, and the cheapness of recorded programs for broadcasting purposes has about disappeared. With the disappearance of low quality transcribed programs, there also is disappearing much of the prejudice that formerly prevailed among national radio advertisers against transcriptions."

Another leading transcription company executive stated that numerous new contracts are in prospect, most of them quite definitely, but that clients seemed to be holding off temporarily for further signs of an upturn in business. This company is recording quality programs at the expense of prospective advertisers and offering them to stations at a nominal fee to be used as sustaining features. As soon as audience buildups have been completed, the company expects its "test" clients to accept them over the same stations as sponsored programs.

The tendency of many advertisers, this executive says, is to experiment with radio through the transcription medium because it offers an opportunity to present fine programs of consistent quality over a multiplicity of stations at favorable hours. He looks to a definite upturn in transcription business this fall.

Unbreakable Contracts

SCOTT HOWE BOWEN is now negotiating with broadcasters for trades of non-cancellable contracts in consideration of non-moveable schedules. This is for the purpose of assuring sponsors the periods they want, without the danger of switches due to time demands by networks or local advertisers.

Among the Bowen accounts now being placed are Shell Oil Co., New York, whose road reports are being carried by six or seven stations and will later be expanded to include other stations, J. Walter Thompson handling the four-week test contracts; Rumford Chemical Co., Rumford, R. I., which ultimately will use 50 stations on transcriptions, placed through Atherton-Courier, New York; Toddy, Inc., New York, (food beverage) which is testing a "sampling" campaign on WTIC and WICC and which will later go on more stations, through Gotham Advertising Agency, New York; Hygrade Sylvania Co., Emporia, Pa., (radio tubes) offering "Back Home with Frank Luther" over 11 stations, through Cecil, Warwick & Cecil, New York; United Drug Co., Boston, placing direct 15-minute transcriptions of Vincent Lopez and orchestra without notice whenever a branch store holds a one-cent sale.

Other Spot Accounts

LEHN & FINK Co., New York, (Pebeco toothpaste) is using WABC, New York, and 17 other stations for a program placed through Scott Howe Bowen and the U. S. Advertising Corp., which varies in various cities—some of the programs being mere spot announcements, others local talent from script and others transcriptions. Pebeco, incidentally, has thrown its entire advertising budget to radio, and is using no other media. Nehi, Inc., Columbus, Ga. (soft drink) has been placing its transcriptions, recorded by Byers Recording Laboratories, New York, on numerous stations throughout the summer.

During the week of Aug. 15, Philadelphia Storage Battery Co., Philadelphia, (Philco radios) placed special spot programs on Columbia Phonograph Company recordings on 123 stations for five successive nights in a "word-building" contest in which radios were offered as prizes. This campaign was concentrated in one week by the F. Wallis Armstrong Co., Philadelphia agency.

Disk Chain Rumored

CHICAGO offices of Columbia Phonograph Company are reported to have recorded 12 programs for Swift & Co., being placed tentatively over four Chicago area stations. Bromo Seltzer is reported to be buying time for Brunswick recordings through Cecil, Warwick & Cecil, New York. Thinc Products Co., New York, (toilet goods) in September will start a series of spot programs over an undetermined number of stations through Bermingham, Castleman & Pierce, New York.

Reports are still afloat of the organization of a "transcription chain" to be known as the United Broadcasting Co., with headquarters in Philadelphia. Details of this project are lacking, but it is understood to be a new name for the Pan American Broadcasting Company, in which Walter Whetstone, said to be a Philadelphia public utility operator, and Paul Green, former chief engineer of CBS, were the moving spirits.

Some Views on Electrical Transcriptions

By BARRY GOLDEN*
Wharton School of Finance and Commerce, University of Pennsylvania

Stations, Sponsors and Listeners Are Found Favorable; Survey Shows Benefits Far Outweigh Disadvantages

A PAINSTAKING inquiry conducted by the author of this article to gather material for a thesis on "The Potentialities of Electrically Transcribed Radio Programs" has produced what is perhaps the first accurate measurement of the popularity of this new form of broadcasting. Pointing out that the future growth of transcriptions depends upon the attitude of broadcasters, sponsors and listeners, he then sets forth some statistics as to these reactions. Finally he offers some of his own pertinent suggestions.

WITHIN the past three or four years a new type of broadcast has risen and gained certain prominence, viz., the electrical transcription. Whether or not this recorded form will continue to grow in importance depends largely upon how it is looked upon by three interested groups: the stations, the sponsors and the listeners. If transcriptions are to thrive, they must be favored by each of these classes.

The figures herewith presented are based on the answers received to two questionnaires submitted to broadcasters and sponsors. From 122 radio stations we received 68 replies; from 83 sponsors of transcribed programs came 47 answers. Our investigation also included interviews and correspondence with transcription manufacturers.

Majority Very Favorable

SIXTY-EIGHT per cent of 54 stations answering the query regarding the broadcaster's attitude toward sponsored transcriptions were very favorable. In contrast only four per cent of the stations consider electrical disks absolutely worthless, and only 11 per cent expressed the belief that the form of broadcast is inferior. Eleven per cent of the broadcasters volunteered the opinion that the value of transcriptions exists mainly in the field of supplementing chain programs.

Similarly, 25 per cent of the stations volunteered the thought that quality in the talent, manufacture and broadcast of transcriptions is essential if recordings are to be of any value and import.

Fifty-two per cent of the stations voted "very favorable" in the use of electrical recordings for sustaining programs, but 36 per cent declared them worthless. All but 1.8 per cent of this latter group, however, were found upon a checkup to be chain stations.

Economy Heads Advantages

AMONG the advantages of transcriptions suggested by 35 stations the economy factor was an easy leader. Thirty-seven per cent cited their cheapness; 29 per cent called them "better programs than possible for same money." Other principal advantages listed are adaptability for spotting, substitution for talent on independent station, convenience and greater revenue.

As may well be expected, we find that fewer disadvantages than advantages have been suggested. Only nine per cent suggested any faults, and foremost of these were (1) occasional poor recording, (2) lack changeability and news value and (3) not individual enough for independent stations.

Our figures indicate that the advertiser also is, in general, favorable to the electrical transcription although he is not quite as enthusiastic as the station. Fifty per cent of 24 sponsors voted "very favorable," while only 21 per cent considered the transcribed form of broadcast inferior. None thought it worthless. Seventeen per cent suggested the value of electrical disks is as a supplement to chain broadcasts.

Value of Spotting

OF ALL the advantages possessed by transcriptions, sponsors credit most importance to their adaptability for spotting. Sixty per cent cited this benefit. Twenty per cent stressed the importance of the dealer cooperative broadcast. Other advantages mentioned included flexibility, time adaptability, economy and perfection of performance.

Only four disadvantages were suggested by the sponsors. Ten per cent complained of occasional inferior recordings. A similar number suggested that transcriptions are mechanical and do not equal the live program in naturalness and spontaneity. Five per cent complained of occasional broken records and wrong shipments, and a similar number protested against the required announcement that a recorded program is not a live broadcast.

Lacking other sources for information on the attitude of listeners to transcriptions, we asked the broadcasters and sponsors what fan mail indicated in this connection. We consider significant the reply of 80 per cent of our sample of radio stations that the listener is just as favorable to electricals as to other forms of broadcast. Likewise 64 per cent of our sponsors believe that the listener has little objection to transcriptions.

Time Feature Important

FURTHER, quite a few of the stations and sponsors which did not feel that the listener considers recordings on a par with live talent stated that audience acceptance is growing. That there used to be a prejudice cannot be denied, but our figures seem to indicate that this has disappeared to a great degree.

It is our belief that the opinions of broadcasters and sponsors might well be modified in certain respects. We think that several rather important advantages and disadvantages have not been mentioned and that others have not been given their full share of importance.

The fact that the transcription eliminates the difference in times of reception between New York and California has not been sufficiently stressed. Time differences have always been considerable of a difficulty to the chain. This advantage occupies seventh place in the stations' list and sixth in the sponsors' group. We believe it is of greater importance as a favorable feature of electrical recordings than is commonly supposed.

Use in Foreign Areas

TRANSCRIPTIONS enable the small manufacturer to compete with the larger national advertiser in specific markets. Likewise certain highly seasonal products—such as cold remedies and sunburn lotions—vary their newspaper coverage according to weather conditions in each particular area and are applicable to radio only by means of electrical recordings.

In the matter of foreign broadcasts by American advertisers, the chain does not offer competition to the electrically transcribed and live talent program. The latter is very faulty because of the likelihood of petty frauds by the foreign station. Electrical recording with a substitution of foreign language for English announcements assures the advertiser that his foreign broadcast will be up to the high standard of his American transcriptions.

Chief among the disadvantages of electrical recording which have not been mentioned is the impossibility of presenting an event while it is taking place.

Prejudice Disproved

A SUPPOSED disadvantage which we don't consider valid is the claim that much of the advertising power of radio is dependent upon the intimacy between artist, announcer and sponsor on one side and listener on the other. There are those who claim that only live talent are capable of creating this friendly, close relation between sponsor and listener.

The untruth of this argument has been demonstrated by our figures which indicate the predominantly favorable attitude towards electricals upon the part of the listener. Further, it is possible to interpolate live announcements into a recorded broadcast, thus getting a result identical with that of a live program.

*Mr. Golden's investigation is one of a number of senior researches in the field of radio advertising conducted recently under the direction of the Merchandising Department of the Wharton School of the University of Pennsylvania.

New Recorded Series

GENERAL RADIO PROGRAMS Co., 25 West 45th St., New York, announces production of a series of transcriptions of beauty talks featuring M. George A. Sakele, beauty specialist, for the Egyptian Cosmetic Corp., New York. Disks will be placed in 30 cities. General Radio Programs is also preparing a series of 24 Spanish transcriptions for the American Drug Organization to be used over a South American chain. No sales talks are included in the transcriptions, announcements being left to station announcers so as to permit the use of local idioms.

Pro-Recordings

WGN, Chicago, has broken a long standing precedent in regard to the use of transcription programs. The station has announced that the hours from 7 to 9 a.m. are available to advertisers who desire to use recorded programs. Heretofore the station has strictly barred records as entertainment material, and is the last in Chicago to waive the rule. At present WGN is filling in the period with organ music interspersed with time announcements at 5-minute intervals.

KDYL Goes to NBC

KDYL and KLS, both of Salt Lake City, have exchanged networks. Shortly after KLS switched from NBC to CBS, KDYL changed from CBS to NBC. Both changes are effective Sept. 1.

Political Parties Using Radio In Appeals for Contributions

G. O. P. Forms Listeners League, Roosevelt Asks Donations; Newspapers Make Protest

APPEALS via the radio for funds are featuring the current stages of the national political campaign. In the meantime, both of the major party organizations are still in the process of organizing their radio divisions and framing their radio plans. Network broadcasts of all public addresses by the presidential candidates, and some special radio speeches, are definitely planned. Still indefinite at this writing are the plans of the national parties to use transcriptions to spot their candidates' speeches, though both Republicans and Democrats have indicated that they intend to have their candidates and spokesmen heard from recordings as well as over the networks.

Locally, the placing of political broadcasts is being handled by individual candidates through individual stations, and a substantial business is already reported from various parts of the country. Like the network and transcription companies, the local stations are demanding, and in nearly all cases obtaining, regular payments for all political broadcasts. Some local stations, besides asking cash in advance for political advertising, which is customary newspaper practice, are also asking higher rates.

G. O. P. Radio League

REPUBLICANS tentatively have set their radio budget at $300,000, though it may run higher, depending upon the success of David Hinshaw's plan for raising funds through the Republican Radio League, which he has organized. Mr. Hinshaw, a resident of Westtown, Pa., who was on Hoover's personal staff in the 1928 campaign, through Republican National Committee headquarters in the Waldorf Astoria, New York, and Palmer House, Chicago, is directing an appeal to Republicans to join this league at $10 for family memberships and $5 for individual memberships.

The Republicans are also asking for smaller contributions. Their radio campaign is being conducted through state directors of the Radio League, who through county chairmen are establishing county committees with members in each election district. It is pointed out that the Republicans obtained nearly $50,000 by radio appeals for funds during the 1928 campaign by making simple radio announcements asking for contributions, however small. These appeals brought contributions ranging from $1 to $350.

Democrats launched their drive for radio funds, which they said would consume the major part of their $1,500,000 campaign budget, by having both Governor Roosevelt and Chairman Farley appeal to listeners via the networks the evening of Aug. 25. Contributions in any amount were asked, Governor Roosevelt telling his audience that "you, my radio friends will receive no other notice than is now

coming to you over the air," and assuring listeners they would get receipts from campaign headquarters in the Hotel Biltmore, New York, for their contributions.

Rivalry for Disk Trade

CONSIDERABLE sparring for the national transcription business of the two parties was going on as BROADCASTING went to press. Scott Howe Bowen conferred with Senator Allen, Republican publicity chief, in Chicago during the week of Aug. 15, and World Broadcasting System had its representatives contacting New York, Chicago and Washington headquarters. Other recording companies are known to have submitted transcription plans to the major parties, but nothing was made known about the results.

While both Republicans and Democrats are making no secret about their plans to use radio as their primary publicity outlet during the campaign of the next two months, certain newspaper interests have been plying the party chieftains with protests, charging discrimination. A bitter letter was addressed to Chairman Farley of the Democrats and Chairman Sanders of the Republicans, protesting against alleged favoritism toward radio as against newspapers, by James G. Stahlman, publisher of the NASHVILLE BANNER and president of the Southern Newspaper Publishers Association.

Press Reprisals Hinted

MR. STAHLMAN stated he had no complaint against the use of radio by the parties and is "not an opponent of the radio chains." His protest, he wrote, was against "rank discrimination by both parties in favor of radio as against the press" in that radio seems to be reaping the "financial reward and gets the most breaks on releases." Reprisals in the way of refusals to publicize radio speeches in the newspapers were hinted.

Besides Senator Allen, who is in charge of all publicity for the Republicans, and Mr. Hinshaw, in charge of raising radio funds, Paul Gascoigne, of Washington, is still functioning in Washington in handling hookups. For the Democrats, Charles Michelson, director of publicity, is supervising the use of radio along with his other duties, with the actual administrative phases of the radio campaign in the hands of H. L. Pettey, formerly in the photophone division of RCA Victor Co.

$2,500,000 Insurance

THE AMERICAN Tobacco Co., which sponsors the Lucky Strike program over NBC, has just taken out $2,500,000 ordinary insurance on the life of George Washington Hill, its president, who is responsible for the ingenuity of the Lucky Strike advertising campaigns. Executives of the advertising department and Lord & Thomas recently worked out a new idea for another advertising campaign.

Revenues of Networks Decline Again as July Sets Year's Low Mark

DECLINES in network incomes that have marked the summer months continued in July for which the NBC and CBS together report a combined gross income from time sold of only $2,406,208, which compared with July, 1931, income of $2,764,294. Drops were shown in practically all classifications, particularly in the foods and beverages, paints and hardwares, stationery and publishers and miscellaneous lines.

NBC reported a July income of $1,824,581 compared with $2,027,975 for July, 1931. CBS reported a July income of $581,627 compared with $736,319 during July, 1931.

Only two lines of accounts showed increased network expenditures in July over the preceding month, namely, house furniture and furnishings, which rose slightly from $4,095 in June to $5,246 in July, and sporting goods, which rose from $17,324 in June to $21,655 in July.

While getting off to a good start in the early months of this year, network revenues began to decline in April and have continued their downward trend since then. Aggregate incomes of the two chains in January were $3,984,289, February $3,891,023, March $4,300,833, April $4,004,384, May $3,632,442 and June $2,995,556.

For the first seven months of 1932, the two networks are still ahead of the same period last year, reporting gross time sales amounting to $25,214,835 compared with $20,167,532 for 1931.

Larry Lowman Weds

LAWRENCE W. LOWMAN, CBS vice president, was married Aug. 20 to Mrs. Kathleen Vanderbilt Cushing, daughter of the late Reginald C. Vanderbilt and divorced wife of Harry C. Cushing, New York broker. On the same day they sailed for Europe on the Ile de France on their honeymoon.

President Delays Naming Radio Man

Possibly Considering Cutting Commission to Three Men

Mr. Baldwin

APPOINTMENT of a successor to Maj. Gen. Charles McK. Saltzman as fourth zone member of the Radio Commission, and the subsequent election of a new chairman, may be delayed indefinitely by President Hoover—possibly until after the elections in November.

Though entirely conjectural, the possibility is also being mentioned that President Hoover, who recently cut the Shipping Board from seven to three men under the economy bill, may be considering doing the same with the Commission as a measure of saving salaries, and thus may not fill the present vacancy at all. There is nothing in the law making it mandatory for the President to fill vacancies. If it is in the President's mind to reduce the Commission to three men, it may mean that he intends to allow the post now held by Judge Sykes, third zone commissioner, whose term expires next February, to lapse.

Among the names before the President are those of James W. Baldwin, Commission secretary, an Indianan; Robert D. Heinl, Washington newspaper correspondent specializing in radio, also from Indiana; William S. Hedges, director of WMAQ, Chicago, and Earl Ferguson, attorney of Shenandoah, Ia.

Each of these candidates has strong political endorsements. Mr. Baldwin was recommended by Gen. Saltzman himself when he submitted his resignation July 19.

Meanwhile, the Commission is functioning as a three-man agency, since Vice Chairman Sykes is in Madrid as head of the American delegation to the International Radio Conference. Commissioner Lafount is acting chairman by virtue of his seniority. Election of a new chairman probably will await the naming of the new commissioner.

NAB Adds 18

MEMBERSHIP of the NAB has increased to 231 stations and associates, with the approval on Aug. 24 of 18 new applicants by the board of directors at its special copyright meeting in New York. The new members are: WADC, WBAX, WBRE, WDZ, WEEU, WHEC, WIAS, WJAY, WJDX, WLOE, WNBF, WOKO, WPEN, WSAI, KDLR, KFNF, KGFJ, and KGRS.

KFJF Now KOMA

CALL LETTERS of KFJF, Oklahoma City, have been changed to KOMA, by authority of the Radio Commission.

A NEW supplement (No. 3) to the list of broadcasting stations issued by the Radio Commission under date of Jan. 1, 1932, has just been released and may be obtained from the Commission secretary.

XUM

High Pressure Sales vs. Stable Gains

More Investments in the Future and Fewer Fly-by-Night Commercial Managers Held Need in Broadcasting

By MARTIN B. CAMPBELL
General Manager WFAA, Dallas

Mr. Campbell

OMAR KHAYYAM'S advice to "take the cash and let the credit go" may be good philosophy, but it isn't good business, at least for broadcasters, according to Mr. Campbell. Many stations have become entrapped in what he terms the "spot-announcement morass" through the overzealousness of their salesmen or commercial manager. The sooner high pressure methods are eliminated from radio time selling, the sooner the whole industry will prosper, he contends.

"WANTED: Commercial manager for one kilovolt station. Must be a producer, but above the tricks commonly attributed to radio time salesmen."

You've never seen that advertisement in BROADCASTING or in any other radio publication. However, it is just the type of advertisement many stations, small and large, should use. For, the sooner the fly-by-night, high pressure announcement salesman is put back on the street peddling can openers or buggy whips, the sooner the individual broadcasting station will reach its ultimate high arc in the sun of advertising media.

Not long ago I saw a letter from a station owner, written in reply to a communication regarding his sales staff. This owner's idea of a commercial manager was a high pressure boy, content to concentrate on spot announcements to be run between "musical programs." From a substantial advertiser in the owner's home city it was learned these "musical programs" were of doubtful merit, mostly of phonograph records, indiscriminately played.

The Road to Ruin

THE STATION did not have any good programs. It had no advertisers sponsoring commercial programs and therefore no revenue to enable it to produce good sustaining stuff. The trouble had started with more and more concentration on quick cash returns from spot announcements and the consequent reduction of worthwhile broadcasts. The better advertisers had silently withdrawn, distributing their radio appropriations over the field of newspapers, billboards, car cards and other media. The announcement salesmen, forced to their level, had descended to the small "joints" on the back streets in search of business. The vicious circle was completed in an amazingly short time.

Yet there are dozens of stations all over the country in exactly this fix today. Their whole attention has been centered on today's balance sheet and radio as a whole is suffering because of their attitude. While the wise broadcaster has been planning his work and working out his plans, the unwise broadcaster has taken his fee where he found it, with no regard for the future.

In a vain attempt to solve his economic problems of the moment he has adopted an attitude of "eat, drink and be as merry as possible, for tomorrow I may die." His has been a gay, carefree career and he has accomplished immeasureable harm, but his "tomorrow" is at hand. Fortunately for the industry the process of elimination is getting him, because he didn't watch out.

Held Worth the Price

MANY FINE stations have already fought their way up from the spot-announcement morass. They've paid for it; the price has been steep, but already they're finding it worth the outlay. Other equally fine stations, through a mental quirk of their operators or inefficiency of salesmen, or both, continue to go backward. When these, under the leadership and guidance of the others, set their steps in the right path, broadcasting will have taken another long step toward its rightfully lofty place in the advertising spectrum.

So, if the spot announcement boomerang is your problem, Mr. Station Manager, get at it right away, even though the going *is* tough. Be ready when prosperity makes up its mind to turn that corner. Get some program salesmen. Hire them at a living wage and keep the commission sword from above their heads. Tell them "get out" is your watchword—get out and sell programs or simply get out.

How Spots Spoil Programs

AND WHEN an advertiser goes with you for a half-hour or 15-minute program, produce it for him as though it were the greatest show on earth. If you're smart it will be, insofar as his attitude toward you and your station is concerned.

Spot announcements have a definite place in radio. None can discount that, but because of the ease of such sales many program possibilities are ignored in favor of immediate orders. These immediate orders for small accounts frequently could have been expanded to program sales with a little patience and a bit of intelligent salesmanship.

"OLD JOHN BROWN" OPINES

That Personality and Prestige Come Before Business; How a Local Station Achieved All Three

By HENRY C. WING
Ass't Mgr., WLBW, Oil City, Pa.

DID YOU ever hear of a radio station called "Old John Brown"? The excerpts from an address by Ralph R. Brunton, as quoted in BROADCASTING for Aug. 15, have prompted me to introduce O. J. B. Mr. Brunton set forth several pertinent observations on the soundness of the local station and suggestions for local station policy which were well worth the serious consideration of every local broadcaster. "Old John Brown" was, and is, a local station in an average field; it is the station with which I was last connected in capacity of manager. Let's disregard the call letters—it's the idea of personality. Better yet, let "Old John Brown" do the talking.

I see Mr. Brunton says, "The local merchant has been accustomed to buying that type (price quotations) of advertising from newspapers and it is going to take a good many years to educate him to the idea of institutional advertising over the radio."

What is more to the point, Mr. Brunton, the retail *consumer* is accustomed to that type of advertising and he just *can't* be educated away from it. In any transaction, from the sale of tatting shuttles to radio advertising, price is one of the main factors. It may not be the deciding factor but it is at least a gauge of a wise or foolish, an economical or extravagant purchase. You know, today, people buy by price in many cases. People today don't have the intimate acquaintance with materials, processes of manufacture and distribution that their forefathers had. Quote prices? Sure . . . at the right time.

Now, Mr. Brunton, about that business of shutting out certain types of advertising campaigns. Why pick on chiropractors and gold mines? I mean why pick on them alone? Why don't you do like I do? I'm Old John Brown and I have quite a voice in my community. Folks listen to what I tell them They take my word for lots of things, the weather, who's licking who in Manchuria and what's good to eat and wear. I wouldn't recommend anything to them that I wouldn't recommend to my closest friend.

Gosh, I might advise folks to buy something on which they'd get stung. I wouldn't want to do that, I've been stung too often myself. Besides, don't forget that they'd remember it was "Old John Brown" who put them up to buying. Next time they wouldn't believe me. Of course it takes time to find out what's good and what isn't, but that's my job, or part of it.

Of course it hurts to turn down fat accounts from Oshkosh or somewhere but listen. Every automobile accessory I sell for some fellow in some other state, or every time I send money outside like that, for any article, I'm competing with some reliable merchant in my own town, some friend of mine who helps keep me going when times are hard. Would I be sore if the village cigar maker spent his radio money outside and forgot Old John Brown?

Pacifying the Press

AND SAY, here's another thing: all this hullabaloo about newspapers vs. radio. The newspapers here in my town were sort of stand-offish when I first arrived. Know what I did? I offered them what time they wanted, you know, sort of how-de-do, how are you, and then I went back to the radio business. But my campaign really started then. I decided that I'd take a chance on throwing away a few more paper profits. I told all the merchants I met not to draw any money out of their newspaper appropriations on my account. I hoped the newspaper would bring them enough business so that they'd have a little extra for radio.

What happened? Well, when the newspaper solicitors came around next time, Ed Jones said, "I was going to do a little radio advertising and cut down on you fellows, but the radio station advised me not to. Can you beat it?" Of course that salesman told his boss. The reports piled up that "Old John Brown" wasn't trying to scalp the papers. One morning the phone rang. It was the advertising manager of one of the papers. He said, "I'm starting a salesman out this morning on a special home economics edition. Want to send a radio salesman around with him?" Is that cooperation? I'm asking you.

Station Personality

FINALLY, Mr. Brunton, you're right that the local station has its place in the radio set-up. Know where it is? It's the foundation. "Big oaks from little acorns . . ." and big radio accounts from small ones grow. Aren't many nation-wide hookup sponsors that bloom over-night. They have to begin somewhere; that is, if they're honest. And say! Every successful chain program is nothing but a simultaneous presentation of many "local" programs, for without local demand, local distribution and local interest, no chain program would be successful. Well, guess that's about all. Thanks for listening."

XUM

Sales Tax Applies To Transcriptions

Some Transmitter Tubes Also Held Taxable In Ruling

THE MANUFACTURER'S sales tax of 5 per cent on "records for phonographs" imposed under the revenue act of 1932, is applicable to electrical transcriptions for broadcasting and motion picture use, according to a ruling Aug. 24 by the U. S. Bureau of Internal revenue. The opinion said that records are taxable if in the form of electrical transcription phonograph records "inasmuch as the tax is upon the records themselves and not on the manner in which they are used."

The opinion, interpreting section 607 of the Revenue Act dealing with the 5 per cent sales tax on radio receiving sets, related instruments and phonograph records, to be paid by the manufacturer, added in part:

"Repair parts and accessories not sold on or in connection with the sale of radio receiving sets or combination radio and phonograph sets are not taxable if they do not constitute one of the articles specially enumerated in Section 607. A phonograph sold alone and not in connection with or in combination with a radio receiving set is not taxable.

"Broadcast transmitter equipment and power tubes or accessories, therefore, are not taxable unless the tubes or accessories constitute one of the articles enumerated in Section 607.

"Vacuum tubes sold for use in connection with broadcast transmitters or photophone sound systems are taxable if they are of the same type as those used in the radio receiving set or combination radio and phonograph sets, inasmuch as such tubes are specifically taxed under Section 607 of the act * * *.

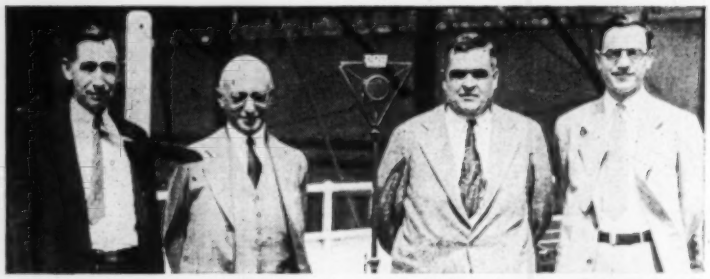
"Radio tubes of the same general type as those used in radio receiving sets which are purchased under exemption certificates but used * * * for testing or experimental purposes are subject to tax."

Music Executive Sees Better Trade Conditions After Survey of Nation

A COAST-TO-COAST survey has convinced J. C. Stein, president of the Music Corporation of America, that business conditions will improve during the approaching fall and winter. He said that his organization will record a substantial increase in the music trade over the previous year.

"Recent developments in the radio advertising field are significant," he said. "Agencies in New York, Chicago and on the Pacific coast report a substantial increase in interested clients for fall and winter commercial programs."

Mr. Stein also pointed to new contracts for orchestra engagements in some of the country's largest hotels as indicative of the return of business confidence.



"BIG FOUR" TO MADRID—American delegation to International Radiotelegraph Conference which begins Sept. 3, photographed aboard the S. S. President Roosevelt after an impromptu broadcast over CBS Aug. 17. Left to right: Eugene O. Sykes, acting Commission chairman and chairman of the delegation; Walter Lichtenstein, executive secretary, First National Bank of Chicago; Dr. C. B. Jolliffe, chief engineer of the Commission, and Dr. Irvin Stewart, State Department.

Experiment by Marconi On Ultra-Short Waves Interests U.S. Engineers

AMERICAN radio engineers have expressed intense interest in published reports from Rome that Guglielmo Marconi was successful in "bending" ultra-short waves so as to penetrate obstacles and overcome line-of-sight limits. All desired more technical details regarding the experiment before offering final conclusions, however.

The report was that Marconi transmitted radiotelephone and radiotelegraph messages from his yacht Elletra in the Gulf of Aranci to a point in Sardinia, a distance of 170 miles, using the 57-centimeter wave (slightly over half a meter). Ordinarily, such an extremely short wave would travel no farther than the earth's horizon, being absorbed by the curvature of the earth's surface as well as obstacles such as mountains, hills and buildings.

Should the reports be substantiated and should the experiment be repeated at will, the discovery may solve the problem of television and at the same time possibly open up new bands of ultra-high frequencies for broadcasting.

New Monitoring Service Opens Near Washington

ESTABLISHMENT of a new frequency monitoring service for radio stations, to begin operation about Sept. 1, was announced Aug. 24 by J. C. McNary, formerly an engineer with the Bell Laboratories. Mr. McNary has established his station in Chevy Chase, Md., a suburb of Washington.

Explaining that the station is equipped to give daily measurement service to broadcasting stations, along with all other types of stations, Mr. McNary said the equipment has a range of the entire spectrum for checking purposes. A direct leased wire from the Bureau of Standards, in Washington, to the McNary station, he said, makes available a carrier frequency check with the national radio frequency standard at the Bureau.

Mr. McNary, who until 1929 was attached to the Radio Supervisor's office at Detroit district headquarters, also is engaged in radio consulting work for stations, particularly on field surveys and antenna installations.

Stewart is Named Delegate to Madrid

U. S. Party Now Totals Four, To Oppose Censorship

Dr. Stewart

DR. IRVIN STEWART, radio expert of the State Department, will be a member of the United States delegation to the International Radiotelegraphic Conference at Madrid instead of a technical advisor as first announced. Undersecretary William R. Castle, Jr., explained that this change was made because with a three-man delegation this country might not be represented on some important subcommittees.

The delegation, which sailed from New York Aug. 16, now consists of Commissioner E. O. Sykes, chairman, Dr. C. B. Jolliffe, chief engineer of the Radio Commission, Walter Lichtenstein, executive secretary of the First National Bank of Chicago, and Dr. Stewart.

The State Department announced that the delegation has been instructed to take a vigorous stand against any proposals for censorship of radio. Several countries have suggested provisions in the international radiotelegraph code increasing the restrictions against transmission of press messages.

The present clause in the telegraph convention authorizing governments to prohibit the transmission of a message considered dangerous for the safety of a country is held sufficient censorship by the State Department.

France, Japan, Austria, China, Hungary and Czechoslovakia have submitted proposals for tightening the censorship clause.

Answering protests that no representatives of press associations were invited to the Madrid conference, the State Department explained that it had nothing to do with inviting the private radio and telegraph companies to send delegates. Such invitations came from Spain.

It has been customary, however, the department explained, to invite operators of cables and radio systems rather than the users of them to previous international radiotelegraph conferences.

Labor Group Asks New York Station

ORGANIZED LABOR seeks a new high power broadcasting station in New York's metropolitan area in an application filed Aug. 16 with the Radio Commission by an organization titled "America's Wage Earners Protective Conference." The facilities of WLWL, New York, are requested for a station to be located in Newark "or vicinity."

Simultaneously, WLWL, operated by the Missionary Society of St. Paul, the Apostle, applied for a change in frequency from 1100 kc. to 810 kc. with permission to operate experimentally until 8:30 p.m., EST. The 810 kc. channel is assigned to WCCO, Minneapolis, but is used during daytime hours by WPCH, New York.

The labor application is signed by Matthew Woll, president, and Michael J. Flynn, executive secretary, representing the conference. They explain that the conference has 1,400,000 members and that the station would be used to promote the sales of products of American labor. Mr. Woll is vice president of the American Federation of Labor. Call letters of WLAB are asked.

The 1100 kc. clear channel is used chiefly by WPG, Atlantic City, with WLWL operating limited hours. The labor group asks specified hours with WPG.

Sta-Shine Report Proves Erroneous

REPORTS that the Sta-Shine Products Co., Inc., of New York, has served notice on the Interstate Commerce Commission during the past two weeks that it would appeal to the Supreme Court if the Commission decides against it in the broadcasting advertising rate case, were declared erroneous at the Commission. Since the holding of oral arguments before the Commission June 15, it was said, the case has been under consideration with no new evidence rendered or accepted. It will be decided within the next two months.

The published report that Ernie Adamson, Sta-Shine counsel, had notified the Commission of his intention to appeal was a "dope" story, based on the arguments presented before the Commission June 15, rather than on any new development.

The case, which directly involves NBC and WGBB, Freeport, L. I., raises the questions of I. C. C. jurisdiction over broadcast advertising rates and whether stations are public utility common carriers within the meaning of the Transportation Act. The Commission has before it a recommendation from Examiner W. M. Cheseldine that the complaint be dismissed on the ground that the I. C. C. has no jurisdiction.

A REDUCTION of salaries paid for sustaining programs has gone into effect at NBC in San Francisco. Artists now get $10 per non-commercial period instead of $15 as previously.

The Case For 5 Kw. Regional Power

Present Service Requirements and Past Increases Cited In Plea for Liberalization of Commission Policy

By HAROLD A. LAFOUNT
Acting Chairman
Federal Radio Commission

Mr. Lafount

THE DISSENTING opinion of Commissioner Lafount in the case of the four stations which on August 12 were denied power increases constitutes such convincing argument for horizontal power raises for regional stations that significant excerpts are reproduced for the readers of BROADCASTING. Mr. Lafount not only points out that present demands are for greater power but he also recalls that until General Order 40 was drafted the Radio Commission's policy was favorable to power increases.

A CAREFUL examination of the evidence in the case of the four stations—WCSH, Portland, Me.; KOIN, Portland, Ore.; W D A Y, Fargo, N. D.; WFIW, Hopkinsville, Ky.—which applied for increases in power from 1 kw. to 5 kw. on the regional channel of 940 kc. shows conclusively that the public interest, convenience and necessity would be served by the granting of these applications.

The evidence before us is indisputable that, so far as daytime conditions are concerned, the granting of the present applications would extend the service of these four stations over large areas not now receiving good coverage in rural districts of Maine, Kentucky, North Dakota, Oregon, and, to some extent, Minnesota. This would be of substantial public benefit. At night it is unquestionable that within areas now receiving service from these stations there would be a substantial increase in the intensity of signal and many listeners in these areas who have received service which has been subject to interruption from static and man-made interference would benefit from a signal sufficiently strong to overcome such present annoyances and interruptions.

No Added Interference

IT IS furthermore shown that where there might be interference at present such interference would not be increased. Hence, in large measure, the improved daytime conditions are applicable at night insofar as the operation of these stations with 5 kw. as proposed would enable them to render good service to thousands of listeners not now enjoying such service from these stations. Furthermore, this benefit could be had without injuring anyone or depriving any station of any of its coverage or any portion of the privileges conferred upon it.

All that might be said to stand in the way of the granting of these applications is a strict interpretation and application of two of our regulations. One of these regulations is Paragraph 120 of the Commission's Rules and Regulations (formerly Paragraph 4C of G. O. 40) which provides as follows:

"The following frequencies are designated as regional frequencies and are allocated for use by regional stations which are permitted to operate simultaneously unless otherwise restricted:

"The operating power of such stations shall not be less than 250 watts, nor during nighttime greater than 1000 watts, nor during daytime greater than 2500 watts, but in the case of Canadian shared frequencies subject to the further restrictions stated in paragraph 123."

Power Gains Permitted

SINCE the enactment of General Order 40 there have been very substantial increases in power throughout the country under the Commission's regulation. We have provided that clear channel stations are no longer limited to a regular power of 25 kw. but that four of these in each zone may use 50 kw. regular power. The limitation upon the power of so-called high power regional stations has been changed from 5 kw. to 10 kw.

Many regional stations having power of 250 watts, 500 watts, etc., have been permitted to increase power and the general tendency in the local field has been to increase from such powers as 10 watts, 15 watts and 25 watts to a usual power of 100 watts. There has also been a substantial increase in additional daytime power. The policy of allowing power increases was followed until the recent crystallization of the quota system.

From these factors and from general changes in public tastes it appears that present requirements are for higher levels of signal intensity for good service than have prevailed in the past. This can be seen from a study of the reports of the conference held by Secretary Hoover prior to the enactment of the Radio Act of 1927, when the term "high power station" was generally used to apply to stations having powers of 1,000 watts or over.

Purpose of G. O. 40

IN THE earlier days of broadcasting when the reception of entertainment was a matter for enthusiasts and long distance reception, when all reception was done upon head sets prior to high quality audio transmission, when reception had for its purpose identification rather than enjoyment, there was little demand for high level of signal and no great interest in quality. The expressed objections were usually instances where perceptible heterodyne of marked intensity was heard or where there was actual static or noise level high enough to prevent identification of the station received.

Since those days the entire theory of radio reception has been revised. Since the development of high quality transmitting technique, of newer and more faithful instrumentalities, of high voltage loud speakers, higher signal intensity is absolutely necessary. In view of this, some thought must be given to the purposes behind the enactment of Paragraph 120 (General Order 40). A perusal of the Commission's publications contemporaneous with the enactment of the order will show that the purposes of that order are: (1.) Provision for the enforcement of the Davis amendment, and (2.) an orderly and systematic framework for the allocation and assignment of broadcasting stations on a logical and definite plan.

Restriction Not Intended

NEITHER of these purposes is served by assuming the power limitations contained in the order are intended as limitations for all time upon actual wattage in an antenna regardless of service, coverage or interference. That no such significance can be imported into the order will appear from the changes which have been progressively made into the methods of evaluating station power. Originally all transmitting installations were rated as to their output power upon the basis of one-half the voltage times the amperage introduced into the tubes of the last power amplifier stages. Subsequently, this factor for dividing the input was reduced on several occasions.

It will thus be seen that the Commission could never have intended to definitely and permanently restrict power output. Such a restriction would be similar to our restricting the power of an incandescent electric globe. No benefit could accrue from such an order. In fact, considerable harm would result in requiring the public to use a low wattage lamp or a poor one when a good lamp was available. So also in radio reception there is no good accomplished by requiring the listener to use a weak, distorted, noisy signal when a satisfactory one can be provided without actual additional cost to the listener and with no substantial additional interference to other stations.

Purpose of Order

WHAT MUST have been intended by the Commission is consideration of power output in terms of service, intensity and interference, and if power changes can be made which will increase either service or intensity or both without affecting interference it cannot be presumed that the Commission intended to so forever abide by the present terms of Paragraph 120 as to preclude such improvements. A power limitation in regional channel assignments is for the primary purpose of keeping the various stations upon the frequency on a substantial equality so far as service and interference may be concerned.

It has also been stated that the granting of these applications violates the quota system which we have established. But we must not consider that the provisions of the quota system are of such mathematical accuracy that they need be used to prevent the rendition of service where required by the listening public which cannot otherwise be served under a strict and mathematical interpretation of that system.

Proposes Rule Changes

MOREOVER, in these applications, the applicants request the Commission to make whatever amendments might be necessary for their granting. I think that the strict application of Paragraph 120 and 100 to this case works an unnecessary hardship which was never intended when these regulations were promulgated and that proper amendments should be made.

The following language should be added to Paragraph 120:

"Provided, that if upon any of the above-named frequencies it appears to the satisfaction of the Commission that additional power may be used simultaneously by all stations operating upon said frequency without increasing interference to stations upon adjacent frequencies, said maximum allotment of power may be 5,000 watts."

And the following language should be added to Paragraph 109-(d):

"Provided, that in case such stations are authorized to use additional power pursuant to Paragraph 120 of these Regulations, as amended, such additional power shall not have the effect of increasing this unit value."

An Ozark Station

WITH SUBSTANTIAL time contracts signed even before its completion, KGBX, recently moved from St. Joseph to Springfield, Mo., expects to go on the air the first week in September, according to Ralph Foster, managing director. Morton R. Duff, former manager of KSO, Clarinda, Ia., is handling national advertising; Walton Lochman, formerly with KMBC, Kansas City, WNAX, Yankton, and WIBW, Topeka, is program director, and Kirk West, brother of Bill West, of KMOX, St. Louis, is on the commercial staff.

Many New Accounts, Renewals Reported by Networks for Fall

Brisk Business Forecast for NBC and CBS; Summer Sponsors Stay on, Others Return

NEW SPONSORS and the continuance of by far the majority of those who stayed on the air during the summer augur brisk business for the NBC and CBS networks and their affiliated stations during the fall and winter season, beginning about Sept. 1. Seventeen new and renewal accounts have been scheduled by NBC to start during September and October, and 15 have been scheduled by CBS to start during September alone, according to press statements issued during the week of Aug. 22 by both networks.

"Many new programs, the revival of others which had won a wide following before retiring for the summer, and heightened interest resulting from the political campaigns and the advent of a national election—these are harbingers of busy broadcasting for the fall," reads the optimistic statement from CBS.

Many New Accounts

"AN INCREASE in the number of sponsored programs over CBS," the statement continues, "is assured—with many more auditions for prospective sponsors scheduled during the next fortnight."

The NBC statement points out that, besides the 17 new programs scheduled to start during the next two months, 47 summer sponsors on eastern and midwestern networks will continue this fall and winter and 10 more, which went off the air for the summer, or whose contracts expired this summer, will return.

New NBC programs and their sponsors and the dates they are scheduled to start, together with time of broadcasts, are listed as follows:

QUAKER Early Birds—Gene and Glenn return under their former sponsors, the Quaker Oats Co., Aug. 29. Songs and patter. Daily except Sunday over an NBC-WEAF network at 8 a.m.

MALTED Cereals Co. will sponsor a new program on an NBC-WEAF network each Wednesday and Friday at 5:45 p.m., starting Sept. 9.

WHEATENAVILLE — New dramatic program featuring Raymond Knight as the editor of a small town newspaper, to be heard over an NBC-WEAF network daily except Friday and Saturday, beginning Sept. 9, at 7:15 p.m.

BEN BERNIE, the Old Maestro, who will bring his orchestra to an NBC-WEAF network each Tuesday night at 9 p.m., beginning Sept. 13, under the sponsorship of the Premier Malt Sales Co.

SWEETHEART Program, songs and beauty talks on the NBC-WJZ network each Wednesday, resumes Sept. 14 at 11:45 a.m.

BIG BEN Dream Dramas, sponsored by the Western Clock Co., returns to an NBC-WEAF network Sept. 25 for Sunday afternoon program at 5:30 p.m.

DROMEDARY CARAVAN, a series of dramatic programs dealing with desert life and sponsored by the Hills Brothers Co., over an NBC-WJZ network, starting Sept. 26, at 5:15 p.m. A new episode in this series will be presented each Monday, Wednesday and Friday at that hour.

REED MURDOCK & Co. (Monarch Brand foods) has contracted for a program as yet undetermined, to be broadcast over an NBC-WJZ network each Sunday afternoon at 2 p.m. First of these programs will be heard on Oct. 2.

WAYNE KING and orchestra, already heard in the series of Sunday programs over an NBC-WEAF network, will inaugurate a second series for the same sponsor, The Lady Esther Co., over a similar network Tuesday nights. This series will start Oct. 4 at 8:30 p.m.

THE THREE BAKERS, songs and comedy, will be heard again each Sunday evening at 7:30 p.m., over an NBC-WJZ network, beginning Oct. 2, under the sponsorship of Standard Brands, Inc.

SEKATARY HAWKINS is the title of the new dramatic script which the Ralston Purina Co. will present for the first time over an NBC-WEAF network on Oct. 4 at 5:45 p.m. These programs will be heard each Tuesday, Thursday and Saturday.

THE MYSTERY CHEF will broadcast his foods talks once more for R. B. Davis & Co., beginning Oct. 4. He will be heard each Tuesday and Thursday at 10 a.m., over an NBC-WEAF network.

Death Valley Returns

CAPTAIN DIAMOND, a dramatic script, will be offered by General Foods in behalf of Diamond Crystal Salt on the NBC-WJZ network each Wednesday evening at 8 p.m., starting Oct. 5.

PACIFIC COAST BORAX Co. will return its famous Death Valley Days sketches to the NBC-WJZ network each Thursday evening at 9 p.m., starting Oct. 6.

U. S. INDUSTRIAL ALCOHOL will sponsor a Sunday evening program over an NBC-WEAF network at 7:45 p.m., starting Oct. 23 Program details not available.

STEPHEN F. WHITMAN & Sons, Inc., has taken time on an NBC-WEAF network each Wednesday evening at 8:45 p.m. First program, on which no details are as yet available, will go on the air Oct. 26.

A. C. GILBERT Co., (Erector toys, etc.) will also be on the air each Sunday evening beginning Oct. 30. This program, also undecided upon as yet, will be heard over an NBC-WEAF network at 5:45 p.m.

Summer Sponsors Stick

NBC PROGRAMS which expired at the end of the summer, but whose sponsors have indicated their intentions of continuing during the fall and winter without interruption, include: Steero Program, Billy Jones and Ernie Hare, A. & P. Gypsies, Corn Cob Pipe Club of Virginia, Schaeffer Lifetime Review, Lucky Strike Hour, Betty Crocker, Iodent Program, Tangee Musical Dreams and Tastyeast Jesters.

Continuing NBC programs were listed as follows: Armour program, Barbasol (with Ray Perkins), Old Singing Master, Everyday Beauty, Through the Looking Glass, Radio Household Institute, Paul Whiteman's Orchestra, Maxwell House program, Household Hour, Lady Esther (with Wayne King), Nestle's Chocolateers, Tower Health Exercises, Jack Frost Melody Moments, Amos 'n' Andy, El Toro Weekend Revue, Sinclair's Minstrels, Royal Vagabonds, Chase & Sanborn Hour, Rameses program, Pat Barnes, First Nighter, Canada Dry program, Carnation Contented program, Rin-Tin-Tin Thrillers, Friendship Town, Cities Service concerts, Cliquot Club, Clara, Lu and Em, Jolly Bill and Jane, Enna Jettick Melodies, Thompkin Corners, Singing Lady, Country Doctor (with Phillips Lord), Pond's Dance program, Wheatsworth program, The Goldbergs, Big Time, Fleischman Hour and Soconeyland Sketches.

CBS Business Line-up

A CHRONOLOGICAL listing of sponsors and programs scheduled to start during the next month over CBS, beginning with the Aug. 29 presentation, was made public by CBS as follows:

AUG. 29—"Myrt and Marge," sponsored by William Wrigley Co., returns as a five-night-a-week feature, 7-7:15 p.m. for eastern listeners and 10:45-11 p.m. for the far-western audience.

AUG. 29—"The Lone Wolf Tribe," sponsored by the William Wrigley Co., with Real Indian chiefs among the cast of program for juvenile listeners which returns for Mondays, Wednesdays and Fridays, 5:45-6 p.m., and rebroadcast for west at 6:45-7 p.m.

SEPT. 6—"Charis Musical Revue," sponsored by the Charis Corp. and presenting Ben Alley and Helen Nugent, "Sweethearts of the Air;" Ann Leaf, organist, and a string trio; 2:15-2:30 p. m., Tuesdays.

SEPT. 6—"Threads of Happiness," sponsored by the Spool Cotton Co. and featuring David Ross, Tommy McLaughlin and an orchestra directed by Andre Kostelanetz; 9:15-9:30 p.m., Tuesdays.

SEPT. 9—"Magic Piano Twins," sponsored by the Miracul Wax Co., featuring Harry Sosnik and William Moss, pianists, and Mary Norton, home economist; 11 to 11:15 a.m., Fridays.

Time Program Returns

SEPT. 9—"March of Time," unsponsored until Nov. 4 and thereafter by Time, Inc. This program, dramatizing the news of the day, will be a sustaining presentation through the exciting political campaign; 8:30 to 9 p.m., Fridays.

SEPT. 9—"To the Ladies," quarter-hour program featuring Evan Evans and Leon Belasco's orchestra, now goes to a half hour, 9:30-10 p.m., Fridays. Sponsored by Andrew Jergens Co.

SEPT. 11—"Angelo Patri—'Your Child,'" resumes under sponsorship of the Cream of Wheat Corp. Patri will be heard Sundays and Wednesdays, 7:45-8 p.m. in the east, and 11:15-11:30 p.m. in the far west.

SEPT. 12—"Evening in Paris Mysteries," sponsored by Bourjois, Inc. A new type of program for this radio veteran. A half-hour mystery drama, 9:30-10 p.m.

SEPT. 13—A new program sponsored by La Choy Food Products, Inc., title and talent yet unselected. Tuesdays and Thursdays from 11-11:15 a.m.

Football Feature

SEPT. 13—"Aunt Jemima" returns for Wyeth Chemical Co. and will be heard Tuesdays, Wednesdays and Thursdays, 2-2:15 p.m.

SEPT. 15—"Barbara Gould" returns with series of beauty talks for Barbara Gould, Inc., Thursdays, 10:45-11 a.m., with separate broadcast on west coast.

SEPT. 23—"Christy Walsh's Football show," gridiron program presented by General Foods Corp., 9 to 9:30 p.m. Fridays.

SEPT. 26—"Easy Aces," sponsored by Lavoris Chemical Co. Ace and Jane return with their bridge table troubles. Mondays, Wednesdays, Fridays, 10:15-10:30 p.m.

SEPT. 26—"H-bar-O Rangers," new program for children with cowboys, etc., 5-5:15 p.m. on Mondays, Wednesdays and Fridays, with separate program produced for western stations. Sponsored by Hecker H-O Co.

"Still other new sponsored programs have been arranged for October and November," reports CBS. (See network account list-

(*Continued on page 26*)

NO LINE CHARGES—When they did not have time to have their dictated description of a rodeo transcribed, Royce Colon (announcing) and Jim Mogg (at machine) broadcast direct from a dictaphone record over KOIL. By this unique method, KOIL regularly covers big news events, the reporter-announcers dictating their description on the scene and rushing the records to the studio for transcribing to script and broadcasting.

HERE'S A different kind of a broadcast. It isn't an "electrical transcription." It isn't a "mechanical recording." It's just a broadcasting from the wax cylinder of a dictaphone. Royce Colon and Jim Mogg, reporter-announcers for KOIL, Council Bluffs-Omaha, resorted to this when they didn't have time to have the records transcribed into script, after "covering" a rodeo during the afternoon. The result was not bad; it sounded much like an "international broadcast." The words were distinct, but hollow. However, the listeners got their description of the rodeo on time; that was what mattered.

KOIL sends reporter-announcers to the scenes of big news events in its area which are too far from the station for direct pick-up, or to which there is not time to run wires. The announcers dictate a description into the dictaphone, just as they would into a microphone. The records are rushed back to the station, where they are put into script and on the air, by the same announcers who dictated them, if possible. In this way KOIL has been able to cover news events not otherwise available, and to give the listeners the word picture as "painted" while the announcer actually was witnessing the scene.

KOIL, during the past few weeks, has been rebroadcasting events of years past. From newspaper files a description of a noted local baseball game of the past or parade or similar public event is written, and this goes onto the air. During the autumn four rebroadcasts of famous football games played by Creighton University, Omaha, are scheduled. They will be heard just prior to home games.

XUM

Bar Calls Commission Inconsistent

Communications Committee Says Conflicting Decisions Create Uncertainty for Broadcasters; Cases Cited

A VIGOROUS attack upon the Radio Commission for alleged inconsistent treatment of broadcasting stations, and the consequent uncertainty of all its actions is made by the Standing Committee on Communications in its annual report to the American Bar Association, made public Sept. 2. The report will be considered at an open meeting of the association in Washington two days prior to the opening of the annual convention Oct. 12, so that all members will have opportunity to discuss it.

Charging that the Commission strictly enforces its formal regulations in some cases but completely ignores them in others, the report cites several instances in which it holds the Commission has violated its own regulations. "It may be safely stated," the report says, "that in the entire history of the United States no industry has ever had imposed on it so much uncertainty as to its continued existence or as to the protection of its investment, or so great an expense because of government regulation, as the broadcasting industry."

Reviews Radio Jurisprudence

THE REPORT reviews comprehensively the year's activity in radio jurisprudence and regulation both here and abroad. Taking up each major question separately, it offers specific recommendations. It bears the signatures of Louis G. Caldwell, of Washington, chairman; John W. Guider, Washington; John C. Kendall, Portland, Ore., and Robert Stone, Seattle, Wash. Frank P. Walsh, of New York, the fifth member had not advised the chairman whether he approved or disapproved the report, and his name therefore was omitted.

Highspots of the report include:

1. Allegations of abuses by the Radio Commission in its dealings with broadcasters.

2. Recommendation that station licenses be issued for longer than six months to give stability to stations.

3. Recommendation for repeal of the Davis Equalization amendment and return to the original provisions of the law on the ground the amendment has "proved impossible of enforcement."

4. Recommendation for amendment of the Radio Act to provide for appeals from Commission decisions on construction permits, or, preferably, elimination of construction permits altogether.

Re Radio Advertising

5. THE conclusion that it is unwise and unnecessary for Congress to enact legislation restricting radio advertising, at least for the present. Should conditions become such as to require any restriction, the Committee recommends that regulation should not take the form of rigid statutory enactment but should be accomplished by rules promulgated and enforced by the Commission.

6. Outright opposition to the so-called Fess bill for the allocation of not less than 15 per cent of all broadcast facilities to education, and opposition to other measures for radio education.

7. Opposition to legislation which would impose license fees on radio stations, on the ground that it would be unsound and because such a theory is not followed in providing revenue for other governmental commissions.

8. The conclusion that since a large proportion of broadcasters are still operating at a loss, no need or occasion has yet been manifested for regulation of broadcasting advertising rates.

9. The conclusion that broadcasters should not be held liable for defamation over radio, particularly in view of the political section of the Radio Act (Section 18) which does not permit censorship of political addresses. The broadcaster should not be forced into a position where he will have to either exercise censorship or refuse to broadcast such speeches.

10. A declaration that the regional broadcast agreement between the United States and Canada, entered last May 5 was "ill-advised, unjust to particular broadcasters in the United States, and perhaps also legally invalid."

Resolutions Offered

ONLY TWO resolutions are offered by the committee for adoption by the association. One seeks authority to confer with the committees dealing with radio on legislation and treaties governing the electrical transmission of intelligence. The other would authorize the committee to be represented at international conferences and congresses involving international regulation of radio in the role of observers and without expense to the association.

The attack on Commission procedure was made in that portion of the report devoted to the administration of the Radio Act of 1927. While the Commission has promulgated new rules and regulations, the Committee said that important decisions which to all intents and purposes are given the effect of regulations are not embodied in the code and no one can be certain in a particular case whether such precedents will or will not be determinative of his case. Special mention was made of the so-called mileage-frequency separation tables.

"Formal regulations are strictly enforced in some cases and completely ignored in others," the report continues. "Examples of this are as follows:

Conflicting Decisions

"LITERALLY hundreds of applications have been denied and even refused for filing because of alleged violation of the Davis amendment and of the Commission's regulations thereunder (in that they proceed from overquota states or overquota zones or both), while during the same period applications have been granted, frequently without hearing, for substantial additional facilities in overquota states in

(*Continued on page 29*)

German Broadcasting Stations Placed Under State Control in Reorganization

Ownership Divided by Reich and Provincial Governments; Administration Separated From Factional Politics

FOLLOWING the recent German elections, in which radio was widely used, the Reich government of Germany has brought the entire German broadcasting system under state control as have Canada, Norway and Australia in recent months.

Two Federal commissioners have been appointed, and the Reich and the German states have purchased all privately owned shares in German broadcasting companies. Under the new setup the technical and business management of all radio stations is vested in the Reich Broadcasting Company, with the Reich holding 51 per cent of the shares and the six largest states 49 per cent of each of their regional organizations.

One commissioner, appointed by the Ministry of Posts, will supervise the organization, business management and technical operation of the new system, while the other, named by the Ministry of the Interior, will direct programs, news service and political matters.

These two commissioners and other appointed members comprise an administrative council. Six members were appointed by the Ministers of Posts and the Interior, and each of the Federal states is represented by two members. The commissioners will act as chairmen of the administrative and advisory committees, respectively.

One of the chief objects of the Reich control is to separate broadcasting from politics, especially inter-state politics, which caused troubles for the previous administration.

Under the former setup the Ministry of Posts, through a single commissioner, exercised technical control of the nine regional stations and their sub-stations but leased the transmission rights to companies which also received a portion of the revenue derived from taxes on receiving sets. Regional committees on which the leading political parties were strongly represented supervised the programs. The Reich Broadcasting Company constituted the holding company.

Darrell Martin to Edit Review for Radio Fans

Mr. Martin

DARRELL V. MARTIN pioneer radio editor whose radio pages in the PITTSBURGH SUN - TELEGRAPH were rated as a model for all Hearst newspapers, has launched forth on a publishing enterprise of his own. His new magazine, RADIO REVIEW, will make its appearance late in September as a fan periodical. Though published in Pittsburgh, it will also be distributed from New York, Philadelphia, Cleveland and Cincinnati.

Programs of the five Pittsburgh stations, the networks and leading stations throughout the country will be carried in the new periodical. Mr. Martin will continue his column, "We Now Present," and Miss Bert Callahan will write the women's viewpoint. Offices have been established in the William Penn Hotel, Pittsburgh.

WLBW Removal To Erie Approved

REMOVAL of WLBW from Oil City to Erie, Pa., will be undertaken at once as a result of the Radio Commission's decision Aug. 23 finally approving the transfer, Eugene V. Cogley, president and general manager of the Broadcasters of Pennsylvania, Inc., licensees, announced following the decision.

The Commission's action reaffirmed its original June 3 decision, which subsequently was set aside because of a protest against the removal filed by WERE, Erie. That protest, however, was withdrawn Aug. 22. It is understood that WERE has been leased by its present owner, Louis Benjamin, to Clayton C. Townes, owner of WKBN, Youngstown, O. WLBW will become the CBS outlet in Erie, operating with 500 watts at night and 1 kw. day. WERE is a 100 watt station.

Mr. Cogley, who recently resigned as assistant managing director of the NAB to take over the new station, declared he expected WLBW to be on the air from its new location late in September.

Saltzman Honored

A RESOLUTION expressing the regret of the NAB for the resignation of Maj. Gen. Saltzman, former chairman of the Radio Commission, was adopted by the board of directors of the NAB at its meeting in New York Aug. 24. The resolution praised the former commissioner for his "great public service" and expressed appreciation for his "substantial contribution" to the industry.

WFDW Now WAMC

THE CALL LETTERS of the station owned by Raymond C. Hammett at Mobile, Ala., have been changed from WFDW to WAMC with approval of the Radio Commission.

XUM

Broadcasters Held Exempt From Tax On Power by NAB

Petition Compares Stations To Communication Lines

BROADCASTING stations are entitled to the same classification as radio communication companies under the 1932 revenue act, the NAB contends in a brief filed with the Internal Revenue Bureau in opposition to the imposition of a three per cent tax on electrical power utilized.

As the act specifies that only commercial and domestic consumption of electricity are taxable under the act, the bureau has already exempted public utilities, railroads, all communication companies and other industries.

Four points are set forth in the NAB brief and are supported by quotations from the CONGRESSIONAL RECORD and the United States Supreme Court. The points, as summarized, follow:

"1. That the operation of a broadcasting company is similar to the operation of a radio communication company.

"2. That insofar as the consumption of electrical energy is concerned, a broadcasting company's activities are no more commercial than the activities of a telephone, telegraph or radio communication company.

"3. That the activities of a broadcasting company meet the same standards of processing as all of those other activities specifically excluded by the regulations from paying the tax.

"4. That it employs electrical energy primarily as power and not incidentally as related to a commercial activity, and the physical attributes and the mechanical operations have no similarity whatsoever to commercial activities.

"For the reasons set forth above the NAB believes that there was no intention on the part of Congress to place an added burden on the broadcasting industry any more than on any other industry specifically excluded by the regulations," the petition concludes.

Social Club is Formed In N. Y. for Radio Men

THE SOUND CLUB, a new social organization for radio men, has been organized with clubrooms on the four tower floors of the St. Moritz Hotel, New York. Thursday dinner dances and Tuesday roundtable luncheons are features.

Eight committees have been named with the following chairmen: announcers, Graham McNamee, NBC, and Ted Husing, CBS; artists, Reinald Warrenrath and Frank Crumit; program, Lewis Reid, WOR; equipment, Laurence M. Cockaday, editor of RADIO NEWS; public relations, G. W. Johnstone, NBC; house, Frank Johnson, Thomaston Laboratories; technical, Jack Poppele, chief engineer of WOR. Romeyn Scribner, Thomaston Laboratories, is chairman of the board of control.

Birds Make Debut

RADIO listeners tuned to WHP, Harrisburg, breakfasted recently to the cheery song of native birds singing in that sylvan habitat overlooking the Pennsylvania capitol. The pickup was made from a wooded knoll adjoining the WHP transmitting plant. Two microphones were used, one planted deep in the woods and another at the edge of the clearing where Leo A. Luttringer, of the Pennsylvania Game Commission, described the birds as they took their "bows." The program, arranged and directed by Tom Meehan, manager of WHP, proved popular and plans are being made for another similar broadcast.

Bans Radio Frauds

THE CITY council of Richmond, Va., has brought its advertising ordinance up to date by including radio, billboards and signs in the section dealing with dissemination of fraudulent advertising. The ordinance formerly specified only printed material.

Commission Drops 7 Off Field Force

ANOTHER reduction of personnel was effected by the Radio Commission Aug. 16 in compliance with the provisions of the economy act. Seven employes attached to the constant frequency monitoring station at Grand Island, Neb. were dismissed.

These dismissals, together with other economies ordered at the station, will save approximately $14,000 a year. Other employes must be dropped from the field force, however, to meet the estimated deficit of $35,000 for field service operations this year.

Fifteen employes were released from the Washington office of the Radio Commission several weeks ago. Reductions in the field force followed inspections by officials of the Commission.

Utilization of commercial electric power instead of manufacturing current at the station will save an additional $3,500. Each employe in the field service will be required to take five days legislative furlough each month, beginning in August and continuing until 24 days have been absorbed.

Test cars are to remain idle during August and September in order to save another $1,500.

Programs of Quality and Some Length Held Desirable by President of Philco

James M. Skinner Explains Sponsorship of Stokowski And Philadelphia Orchestra and Use of Disks

REPLYING to an inquiry by the Policyholder's Service Bureau of the Metropolitan Life Insurance Co., James M. Skinner, president of the Philadelphia Storage Battery Co. (Philco radios) makes a statement regarding his company's use of broadcast advertising—particularly its presentation of Leopold Stokowski and his Philadelphia Orchestra in their hour and three-quarters CBS network offerings—that at once reveals an enlightened attitude toward radio and a conviction that broadcast advertising pays.

Philco during the week of Aug. 15 staged a transcription broadcast for five consecutive nights over 123 stations, using 615 broadcast periods in all.

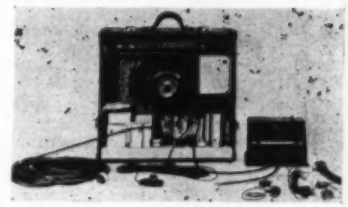
"We always have used spot broadcasts, or at least our dealers have, with more or less constancy, but these again have been governed by the advice of our local agencies," said Mr. Skinner. He added, regarding the network presentation:

"During the past year, our principal broadcasting has been the concerts of the Philadelphia Orchestra under the direction of Leopold Stokowski using all stations in a coast to coast system and supplementary shortwave transmission to carry these concerts to foreign countries.

"Our object in selecting Stokowski and the Philadelphia Orchestra was because we believed it advisable, almost our duty to broadcasting and to radio, to give the music loving radio owners of the world an opportunity to enjoy often, the world's finest music under direction of America's greatest musical director. These were not studio broadcasts but actual full length concert broadcasts direct from the Academy of Music while the distinguished and colorful audience was present.

"With these broadcasts, we held the air for an hour and three-quarters, (first) to avoid cutting the concerts to fit a predetermined program period; (second) to impress upon the public as well as upon other broadcasters the quality of program that today's broadcasting and receiving facilities make possible; and (third) to prove our contention that it is not good business to originate too large a percentage of programs in the studios nor to have the listening hours cut up into so many short periods. We believe that a program must be of a quality to attract an audience and to hold an audience, and we think there should be enough of it to satisfy an audience. Only by these qualities do we believe that a program will impress its sponsorship enduringly upon a listening audience.

"We do not infer by this that all programs should run for an hour and three-quarters, but we are mindful of the fact that vaudeville lost its hold on the public. We think the vaudevillian rapidity of act presentation should be avoided in radio because listeners usually hope to settle down, relaxed, for a considerable period—perhaps an entire evening. When changes from one program to another are so frequent as to get the listener all jittery, radio, it seems to us, is being abused instead of used."



New Portable P. A. System

A NEW convenience for political candidates, as well as other public speakers, has been announced by Western Electric Co. It is a complete public address system so small that it fits into a suitcase and may be carried by hand.

The entire equipment, including the case, weighs only 70 pounds. It includes an amplifier, loud speaker, control unit and the necessary connections. Designed by the Bell Laboratories, the system is built for use with the lapel microphone, developed by the same engineers and introduced at the Democratic national convention.

The case into which the equipment fits is 19¾ inches square and 10⅛ inches deep and contains a bracket for carrying spare vacuum tubes. A three-stage amplifier is used. Each of the first two stages employs a single vacuum tube, while the last stage uses two tubes in a push-pull circuit. The amplifier has an adequately uniform frequency characteristic between 70 and 7,000 cycles and an undistorted peak output power of 3 watts.

The power supply equipment inside the amplifier unit itself consists of a transformer, a Western Electric full wave rectifier tube and a filter circuit. This equipment provides direct current for operation of the amplifier, the loudspeaker and the microphone. The filaments of the vacuum tubes are operated on alternating current directly from the transformer.

The loudspeaker is of a dynamic type and is mounted on a wooden baffleboard in front of the carrying case. The Western Electric lapel microphone is 1½ inches in diameter and is a carbon button transmitter encased in soft rubber with a metal clip for fastening to the user's clothing. The microphone control unit consists essentially of a network through which the current for the microphone is obtained; a repeating coil which couples the microphone to the amplifier and an external or remote volume control. The volume is controlled by means of a potentiometer which is connected to the microphone control unit by a 30-foot cord.

As accessory equipment, a control cabinet is available which permits the connection of any one of five microphones to the amplifying system. This cabinet provides noiseless switching and facilities for supplying current to the microphone.

Fan Mail Undaunted

DESPITE the 50 per cent increase in the first class postal rate radio fan mail continues as heavy as ever, according to a survey by CBS. In fact, a check of the mail received a month before and a month after the new rate went into effect revealed a one per cent increase for the latter period.

XUM

Unique Deal to Broadcast West Coast Football Contests Made by Radio Trio

NBC, Don Lee-CBS and Hearst Trade $100,000 Publicity For Gridiron Rights Despite Previous College Bans

By HAROLD BOCK

Mr. Yoder

TO THREE San Francisco radio executives goes credit for putting over football broadcasting in the west during the 1932 season despite a previous vetoing by colleges throughout the country.

Lloyd E. Yoder, chief of NBC's press department; Harrison Holliway, manager of KFRC and representing the Don Lee-CBS system, and Ernie Smith, representing the Hearst Radio Service are the trio who carried before the recent Pacific Coast Conference a plan to unionize radio and football, and who proposed and sold the proposition so strongly that other educational institutions of the United States are expected to retract their previous decisions and follow the Pacific coast plan.

Essentially a Barter

FACED with the possibility of losing those spirited gridiron contests which have heretofore been a feature of western stations, Yoder and NBC drew up a plan and enlisted the aid of Don Lee-CBS and the Hearst Service—giving the proposition a three-ply backing of the West's strongest ether publication units.

It is essentially a trade deal, a deal in which the two networks and Hearst's many newspapers will give approximately $100,000 worth of radio time and talent and newspaper publicity in exchange for broadcasting privileges, with or without sponsorship.

Here is part of the letter addressed to graduate managers of the Pacific Coast Conference by the radio triumvirate:

"The object of the presentation is to urge the continuance of football broadcasting; first, because we believe that football broadcasting is of great assistance to thousands on the Pacific coast who otherwise would be deprived of the pleasure of following the game; and, second, because we believe that radio broadcasting in general and football broadcasting in particular are a public service of inestimable value to every college, university and educational institution.

"It is the opinion of the proponents of this plan that it is a debatable question if radio broadcasting of football games has tended to reduce attendance. Present economic conditions are responsible for the problems confronting many businesses today and we feel it is reasonable to assume that the business of football is no exception. Recent press comment not only tends to substantiate this belief, but indicates a strong public sentiment in favor of the continuance of football broadcasting.

"It is the feeling of the broadcasters and the Hearst newspapers that this year more than ever football needs broadcasting, just as much as it needs the support of the press and other publicity media. We feel that the football broadcasting plan herein outlined offers a mutually beneficial arrangement whereby radio broadcasting may be utilized in an organized merchandizing plan to stimulate interest and increase attendance. The programs designed in this presentation will be designed solely for this purpose."

Gridiron Programs Planned

CONFORMING to this letter NBC and Don Lee-CBS offered approximately $100,000 worth of time and talent in special programs, and the proposition was accepted by the football managers.

NBC will build a number of gridiron programs, first of which takes the air Sept. 9. The first of two half-hour features will be "Pigskin Romances," broadcast every Thursday night for 12 weeks. Second will be "Football Rally," on every Friday night for 17 weeks. In addition many one minute announcements in conjunction with ticket sales will be made. Basing all charges on regular rates, NBC figures it is giving $63,475 toward the exploitation of Pacific coast football.

The Don Lee-CBS chain will devote a portion of its famous Blue Monday Jamboree over KFRC to exploitation of the following Saturday's games during the entire season. A 15-minute period will feature Ernie Smith, who is one of the leading coast sports announcers. A second program, 30 minutes in length, will emanate from KHJ, Los Angeles, every Friday night. CBS figures the actual time and talent cost for these two programs, and numerous ticket sales spot announcements, at $45,279.

Co-operating with NBC and CBS the Hearst newspaper radio service, directed by Emil Gough, has promised to stimulate interest in football through broadcasting; to emphasize ticket sales by publicity in radio and sport columns; to plug all games heavily on sport pages.

Sponsor Faces Lawsuit For Taking Skit Off Air

RECENT cancellation of Kolb and Dill's "Dinglebenders" skit, which the Gilmore Oil Co. took off NBC in San Francisco, has caused Clarence Kolb to file suit for $32,000 against the gasoline concern. The contract is held by Clarence Kolb, who merely hired Max Dill as a partner, and has eight months to run at an approximate salary of $1,000 a week.

Kolb and Dill were cancelled when Kolb failed to show up at one program. The Gilmore people have returned their "Gilmore Circus" to the air, broadcasting the hour's variety program from KFI, Los Angeles, over the Orange network, and dropping the former quarter-hour periods that were used by Kolb and Dill over the Gold hookup.

COLUMNISTS P(h)UN

Peter's a "Dick"(son) at Twisting Names of Celebrities

NEWEST pastime of the newspaper radio columnists is punning the names of radio celebrities. Here are some of the best (or worst) as offered by Peter Dixon, who besides being a newspaper columnist is continuity writer and radio actor of note:

Look, Peter De Rose is red.

Aylesworth fifty cents a bottle in New York.

WRVA is a Virginia Rae (dio) station.

Some people can't pronounce Tschaikowsky but Lee Cronican.

Someone forgot the tickets so they sent Alwyn Bach.

Bill Scotti orchestra on a roof.

Radio made Freddie Rich.

Former Commission Aid Now a Radio Consultant

Mr. Clearman

WILFRED J. CLEARMAN, former chief investigator of the Radio Commission has established offices in Washington as a radio consultant. He will specialize in the preparation of cases for hearing before the Commission and will collaborate with attorneys representing stations.

As the Commission's chief investigator it was Mr. Clearman's function to prepare cases for hearing after having gathered evidence in the field. As a private consultant he proposes to perform the same nature of research for clients and their counsel. Mr. Clearman was chief investigator of the Commission for four years, terminating that service Aug. 15. When the Commission was organized, Mr. Clearman was appointed assistant secretary and was intrumental in the establishment of the original organization. He subsequently was elevated to the post of chief investigator.

Mr. Clearman has established offices at 3824 Warren St. N. W., Washington.

Each Big Ten Member Decides Football Policy

COLLEGES, and universities in the Big Ten conference will decide for themselves whether they will permit broadcasting of their home football games this fall. The choice is the result of the National Collegiate Association's decision at Pasadena, in July when representatives of the Big Ten agreed to take no official action as a conference group.

To date no official statement has been made by the conference members, but the general impression in the midwest is that all of the colleges will permit broadcasting of their games. Ohio and Northwestern have already announced their intentions of doing so, as has Notre Dame. Plans are going ahead among Chicago stations to broadcast the important contests of Northwestern, Illinois and Chicago.

Tourists Attracted To San Francisco By Radio Publicity

Campaign Held so Successful It Will Be Repeated in 1933

By DR. RALPH L. POWER

SAN FRANCISCO'S convention and tourist bureau has checked up the results of its initial radio campaign of last May and June and, according to John F. Shea, its manager, the results amply warranted the expenditure.

The bureau paid the cost of the electrical transcriptions, while a group of local hotels contributed the additional funds for the broadcasts. These included the Fairmont, Sir Francis Drake, Clift, Palace, St. Francis, Mark Hopkins, William Taylor, Whitcomb, Steward, Canterbury, Plaza, Manx, Bellevue, Alexander Hamilton, Chancellor, El Cortez.

Quarter Hour Programs

THE TRANSCRIPTIONS consisted of 15-minute programs presented three times a week over four Arizona stations, three in Oklahoma, sixteen in Texas, two in Louisiana and one each in Idaho, Oregon, Colorado and Utah. MacGregor and Sollie, Inc., San Francisco, did the actual transcription work, and the San Francisco office of Scott Howe Bowen handled the account.

No attempt was made to tie-in the bureau or member hotels. The general idea was to sell San Francisco and let the hotels take their chances of sharing their proportionate additional business.

Fog horn and waves were used as sound effects at the opening and closing of the programs. Release stations were picked in "hot belt" states with "Come to cool San Francisco" as the lure.

To be Repeated

MUSICAL interludes were appropriate to gay, carefree vacation days. Talks were pithy and brief and featured the city's chief tourist attractions . . . Chinatown, the waterfront, the fleet, restaurants, parks, telegraph hill, Italian quartet, the peninsula, schools, music, art and so forth.

Cost of the cooperative campaign was $25,000. Although the bureau has not issued official figures, it is said that the requests for the booklet, "You'll Enjoy San Francisco," have come in by the thousands and the "experiment" was so successful that it warrants a similar radio campaign in 1933.

Prices on NBC

NBC NOW allows the mention of prices on daytime sponsored programs. The rule against such price announcements was altered recently when Colonel Goodbody was permitted to state the price of a food product on his morning A. & P. program. NBC does not intend allowing this policy to apply after 6 p. m. CBS is maintaining its restrictions against price announcements.

XUM

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

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Inconsistencies

FEW BROADCASTERS have ever dared to criticize the Radio Commission aloud. That it has been entirely too conscious of political considerations, is well known. Perhaps in that respect it is no more guilty than most other administrative agencies of the government. What makes the Commission's position awkward, is that in doing so it has so palpably played havoc with its own rules and regulations—altering them in individual cases when politically expedient, yet not admitting that exceptions really are often its rules.

The smashing indictment of the Commission delivered by the Standing Committee on Communications of the American Bar Association in its annual report, pointing out its numerous inconsistencies, is therefore a bold and forthright statement. Anyone close to the Washington radio picture cannot help seeing the merits of the arguments advanced, usually backed by the Commission's own recorded proof of its own inconsistent actions.

With some of the viewpoints, we must disagree, as with the bitter criticism levelled at Commission and State Department for their recent wave agreement with Canada. But the report as a whole should do much toward bringing into the open the faulty phases of the Commission's administration, and there is no better antidote than full publicity.

As the American Bar committee points out, the way of the small, politically-impotent station has become very hard, as the Commission through the last few years has driven down both sides of the road at the same time, enforcing its regulations on some occasions, forgetting them—often without due explanation—on others. Several striking examples, all supported by the record, are singled out by the Committee to show these inconsistencies and faults.

For one thing, the charge is made that hundreds of applications have been denied, and even refused for filing, because of alleged violations of the Davis amendment; yet during the same period applications of similar nature have been granted, frequently without hearings, for substantial additional facilities in overquota areas. Then there are the charges that duplicate operation of stations is permitted on some clear channels and refused on others for grounds apparently applicable in both cases; that distance separation from the Canadian border and power limitations on Canadian-shared waves are determinative in some cases and disregarded in others; that so-called "experimental" assignments are charged against quota in some cases and not in others, and that violations of identical regulations are considered grounds for deletion in one case and yet not considered sufficient reason even for a hearing in another.

The need for some sort of administrative reform in the Commission's dealings with small stations is clearly shown by the committee. A local station cited for hearing, for example, ofttimes is faced with the necessity of an appeal from the Commission's decision, which means that, aside from legal fees, it must meet almost prohibitive court costs. The cost of printing records alone averages $2.25 a page, which usually means that even the smallest record runs into hundreds of dollars and in some cases thousands.

Moreover, stations frequently are required to spend large sums, wholly out of proportion to their investments and their means, in defending themselves before the Commission whenever any Tom, Dick or Harry in or out of radio applies for their facilities or for an assignment that would palpably cause interference. The committee urges a better grouping of related cases and the sending of examiners to points more conveniently located with respect to the parties involved to alleviate some of that burden.

We are in thorough accord with the plea of the committee that broadcast licenses be issued for longer terms. Why the Commission should insist upon issuing licenses for only six-month periods when the Radio Act permits a maximum license period of three years, it is difficult to understand.

Looking Forward

IT IS IDLE to recriminate about the results of the copyright negotiations. Had there been no negotiations, the American Society of Composers, Authors and Publishers would still have obtained an increased levy upon broadcasting for the right to use its music. From the outset, the Society made its aim clear—it proposed to get more money out of radio and intended to get it on a percentage basis.

We hold no brief for the conduct of the negotiations. This levy of a percentage on "net receipts," in addition to the present scale of fees—these latter are called "sustaining" and in many cases may be adjusted downward—is a bitter pill for the broadcasters to swallow, especially in times like these. Yet there seemed to be no way out. It was either accept or face infringement suits. Under the present obsolete and unjust copyright laws, the copyright owners invariably have won such suits, and highly competent legal opinion held they could still wield the powerful bludgeon of a law that never contemplated radio.

Had there been no negotiations, the situation would have been worse. The Society originally announced flatly that it intended to get 5-per-cent-of-gross on all commercial business. Now the scale is 3, 4 and 5 per cent, and there is still the probability that the "sustaining" fees will generally be lowered. No matter what the settlement—and certainly the NAB board and its negotiating committee accepted it under duress—all broadcasters would not have been satisfied. Someone would have to pay more, for more money from radio the Society was determined to get.

If this copyright situation has proved anything, it has proved the need for organization and solidarity among the broadcasters, large and small. They must get together, in a fortified NAB, to present a united front against the hosts of racketeers that are besetting them. Under Oswald Schuette, with his new authority, the individual members of the NAB may expect to get their cases for lowered "sustaining" fees ably presented. In a closely knit organization, all stations may expect to have the case for radio as a whole forcefully brought before Congress. In a strongly financed association, it is conceivable that some day they may even be able to control the "raw material" of radio, which is music, just as many great newspapers and newspaper groups have finally secured control of their own sources of newsprint.

The RADIO BOOK SHELF

WHAT WE MAY expect when "Radio Goes Educational" is told in an article by Travis Hoke, former editor of PUBLIC AFFAIRS, POPULAR SCIENCE MONTHLY and other periodicals in the September HARPER'S magazine. Scoffing at the assumption of Joy Elmer Morgan, chairman of the National Committee on Education by Radio, that the solution of every problem "lies in a new education which will reach to the remotest parts of our country as only radio can reach," the author writes: "Education has become our great save-all, solve all, cure-all. We have come to believe that it will grapple with the problems that we dare not face, make real the ideals to which we give but lip service, it will give our sons both jobs and benediction, and, if we leave it money when we die, it will shrive our souls." And yet, he adds " a thing can go by the name of education and still be worthless."

Defending radio as an instrument "suited for diversion and for communication of news and speeches, not for the spewing of predigested culture," he advises the broadcasters "frankly and for money" to improve the quality of their broadcasts. "Let the educators keep to book and blackboard," he says. "Let them rid themselves of the American conviction that nothing pleasant is noble, that dullness is profundity, and the sad ending is art."

LEE H. BRISTOL, vice president of Bristol-Myers Co. and president of the Association of National Advertisers, has written a stimulating book on the most advanced theories of conducting business in *"Profits in Advance"* (Harper & Brothers). Known as the coiner of "distribution director" to bridge the gap between production and sales, Mr. Bristol contends that business success nowadays depends on the expenditure of large sums of money in developing new products and new outlets for old products.

The book points out that any business today, by utilizing modern means, can determine where it is in its life history and what it may expect in the way of profits from year to year. He explains a unique budgeting plan and emphasizes the value of statistical guides in charting business trends. The value of the right sort of advertising is also stressed. The author predicts that the expert on advertising and distribution will soon supplant the factory-trained executive whose chief interest is production.—*Hyman Tash.*

We Pay Our Respects to—

E. L. "TY" TYSON

TWELVE YEARS AGO, on Aug. 20, 1920, Station WWJ, Detroit, went on the air to furnish those owners of catwhisker crystal sets the results of the primary election returns as gathered by the DETROIT NEWS, whose publisher had the radio hobby. Antedating KDKA, Pittsburgh, by more than two months, WWJ lays claim to being the oldest broadcasting station in America still in existence. Had it remained on the air continuously after its inaugural date, as did KDKA from Nov. 2, 1922, forth, Station WWJ could justly call itself the pioneer regular broadcaster of the world.

For ten of those years E. L. "Ty" Tyson, now assistant to Manager Jefferson B. Webb, has been with the station as its chief announcer. Fresh from his home town of Phillipsburg, Pa., whither he had returned after serving in Uncle Sam's khaki during the unpleasantness of 1918 in France, he came to Detroit at the behest of his old fellow townsman, Bill Holliday, then chief announcer, entertainer and general factotum at WWJ and now well known in advertising circles.

That was in May, 1922. The radio idea appealed to "Ty," and WWJ got a new announcer. Today "Ty" shares with Lambdin Kay, of Atlanta "Jaw-jah," Leo Fitzpatrick, of WJR, and a handful of others the distinction of being the oldest of the announcers on the air.

Always interested in sports, especially after his days on the Penn State campus, "Ty" immediately set about the task of broadcasting athletic events. He has had the University of Michigan games on the air for eight years. Since 1927, he has also been reporting the ups and downs of the Detroit Tigers at all their home games. Working closely with H. G. "Sal" Salsinger, the brilliant sporting editor of the DETROIT NEWS, "Ty" has made his station one of the country's outstanding in the handling of sports events—but never has he been able to persuade the able Salsinger, one of sportland's greatest raconteurs, to come before the mike.

That, perhaps, is the only major disappointment in Tyson's radio career, for Salsinger has all the makings of a great radio sports commentator. Like many another newspaperman—though most of them finally capitulate and "go radio" with a vengeance—Salsinger probably has an unaccountable fear of the microphone which he masks under the guise of sophisticated disdain.

It has been Tyson's lot not only to make hosts of friends in the sports realm but to bring before the microphone numerous celebrities in many fields. Many of the "firsts" in radio were scored over WWJ, whose management has seldom in the last dozen years taken the opportunity to exploit its own accomplishments. The station, as Paul Hale Bruske, well known Detroit advertising man, wrote in a recent issue of the DETROIT SATURDAY NIGHT, "enters another year of service next month without any aim to be anything but a 1,000-watt station, broadcasting from its present towers, to its present audience—at which decision it is probable that few listeners will complain."

On its anniversary program last week, WWJ carried a sketch of its history written by Rex White, station dramatist, and presented by the Detroit News Players under the direction of Wynn Wright. Featuring the better music, the program was arranged by Marion Martin, program director.

"Ty" Tyson is a wiry, energetic chap of slightly more than average height. He was born May 11, 1888, at Phillipsburg; married a girl from "back home," and they have a 9-year-old daughter, Virginia. His hobbies are sports, bridge and his home.

Radio Aviation Map

A COLORED MAP has been prepared by the Radio Commission, revised as of June 30, 1932, showing the status of radio stations devoted to commercial aviation. Copies may be obtained from the Government Printing Office at 10 cents each.

PERSONAL NOTES

THE ENGAGEMENT of Stanley E. Hubbard, manager of KSTP, St. Paul, to Miss Didrikke Stub, daughter of the Rev. H. G. Stub, of the Central Lutheran Church, Minneapolis, was announced by Miss Stub's father Aug. 14. The wedding will take place Sept. 15 at the church of which the bride's father is pastor.

WALTER C. EVANS, manager of radio broadcasting of the Westinghouse company, has gone to Madrid to attend the International Radiotelegraph Conference.

M. H. AYLESWORTH, president of NBC, was a guest aboard the yacht of Frank E. Gannett, publisher of the Gannett newspapers, in August. Other guests included Kent Cooper, president of the Associated Press; John Cowles, associated publisher of the Des Moines REGISTER AND TRIBUNE, and J. D. Barnum, publisher of the Syracuse POST STANDARD.

WILLIAM S. PALEY, president of CBS, and Mrs. Paley flew to Washington Aug. 11 to attend the Hoover notification ceremonies.

B. T. McCANNA, at one time with WGN, Chicago, later with the Stack-Goble agency, there as vice president, has been appointed radio director of Roche, Williams & Cunnyngham, Inc., Chicago agency.

DEAN HODGDON, formerly manager of the Bureau of Broadcasting, Chicago, has become director of sales and publicity of HELLO STRANGER MAGAZINE, published in Chicago.

DON GILMAN, Pacific Division vice president of NBC, was a speaker on Radio Day, Aug. 19, before the Western Retailers Conference and Market Week in San Francisco. He spoke on "Radio's Part in Stimulating Business."

JACK FOSTER, radio editor of the NEW YORK WORLD-TELEGRAM, who returned Aug. 23 from Europe, spoke on Aug. 25 over NBC on "A Radio Editor Abroad."

S. S. FOX and Philip G. Lasky, owners of KDYL, Salt Lake, were in San Francisco in mid-August arranging all details with Don E. Gilman for KDYL's transfer from CBS to NBC. KDYL replaces KSL, which recently went to CBS.

JESSE BUTCHER, former press relations director of CBS, is winding up a two-month tour of Europe, accompanied by Mrs. Butcher. After having visited France, Holland and Germany, the Butchers now are in England where they will inspect the British Broadcasting Corp.

PIERRE LYAUTEY, son of the former French Governor General of Morocco, visited the NBC studios in New York recently to make a study of broadcasting in this country. M. Lyautey, as editor of LA JOURNEE INDUSTRIELLE, French newspaper, is touring the world to study politics, economics and business.

LOUIS WASMER, owner-manager of KHQ, Spokane, spent his vacation in San Francisco in August. He flew there in his own plane.

WILLIAM H. WARINNER, secretary-treasurer of KFOX, Long Beach, Cal., died last month in his sixty-ninth year, following a major operation. Mr. Warinner entered radio almost ten years ago and was largely responsible for the growth and development of the industry in Southern California. He is survived by his widow.

THE EMPIRE Broadcasting Service will have as director of its Empire Department, C. G. Graves, according to announcement by the British Broadcasting Corporation.

WILLARD EGOLF, formerly with the Rogers-Gano agency, Tulsa, Okla., has been named commercial manager of KVOO, Tulsa.

RUSH HUGHES, former manager of KORE, Eugene, Ore., has joined the staff of NBC in San Francisco, and was given the leading role on the Durkee Famous Foods program, succeeding Earl Hodgins. Hodgins is now on sustaining programs only.

EDWARD A. DAVIES, vice president of WIP-WFAN, Philadelphia, has returned from a vacation in Europe. Mrs. Thelma Melrose Davies, well known contralto, remained in Europe, where she is engaged in an extensive concert tour.

JAMES F. J. MAHER and Mrs. Maher are the parents of a son born in Brooklyn on Aug. 1. Mr. Maher is on the publicity staff of WOR, Newark, and was formerly radio editor of THE NEW YORK EVENING JOURNAL.

E. E. HOFFMAN, of Detroit, formerly an announcer at WFDF, Flint, Mich., is now manager of KGEZ, Kalispell, Mont. Don Treloar is owner of the latter station.

ROBERT I. WILDER, of the publicity department of WOR, Newark, visited his native city of Daytona, Fla., with Mrs. Wilder during August.

S. L. ("Roxy") ROTHAFEL, Martin Beck, Harold B. Franklin and Phil Reisman, RKO officials on their way to Hollywood, stopped off in Chicago Aug. 23, and were hosts at a luncheon given for Chicago radio, movie and drama editors.

VIVIAN E. CARR, formerly with the Henri, Hurst, McDonald agency, Chicago, has been appointed sales manager of WMBD, Peoria, Ill., Edgar Bill, president, announces.

LARRY NIXDORF, former Pittsburgh newspaper advertising man, has joined the staff of WGAL, Lancaster, Pa., as commercial representative. WGAL also announces the addition to its staff of Cliff Gray, announcer and singer, formerly with WKJC, Lancaster.

BEHIND THE MICROPHONE

WMCA, New York, claims a new torch singer find of the Helen Morgan type in Winnie Shaw, formerly with Ziegfeld Follies. She made her radio debut in Charles Martin's Varieties Aug. 28.

FRANCIS CRAIG and his orchestra, heard weekly from KOA, Denver, will return to WSM, Nashville, Sept. 10, Harry L. Stone, associate director of WSM, announces. He also announces the addition of Zeke and Curly Clements, Oklahoma cowboy artists, to the WSM staff.

FOUR NATIONALLY known radio dance band musicians have just joined the musical staff of station WLW. They are: Joe Brattain, saxophonist and arranger; Jimmie James, saxophonist and clarinetist; Keith Wildeson, trumpet player, and Chick Gatwood, guitarist.

FLEMING ALLEN, former Chicago theater organist and later assistant musical director of WLS, Chicago, who left that station to join a radio program service, has returned as musical director. Winthrop Orr, former assistant manager of CFNF, Montreal, continuity writer for WJR, Detroit, CKOC, Hamilton, Ont., and CKOK, Windsor, Ont., have joined the WLS continuity staff.

WILLIAM FOSS, manager of WMAS, Springfield, Mass., announced the appointment of David Halperin, continuity writer, as program director. Mr. Foss has resigned from the Rines radio group, operating WCSH, Portland, Me., and WFEA, Manchester, N. H., of which he was chief technician.

MONROE UPTON of the NBC production department in San Francisco, recently married Bernadine Holdridge, who conducts a fashion feature in the SAN FRANCISCO NEWS under the pen name of Babette.

XUM

Seek out-of-town Radio Stations for New York City representation.

■ ■ ■

Write for Radio Advertising Counselors' plans to solve your local advertising problems.

■ ■ ■

Radio Advertising Counselors

15-17 East 40th St.

New York City

JOHN ECCLES and Duncan Moore, of WJR, and Ty Tyson and Rex White, of WWJ, will be the announcers for those stations and the NBC-WJZ network when they carry the Harmsworth Trophy Races from Detroit Sept. 3, 5 and 6.

DELLA DEAN ORR has returned to WKBC, Birmingham, as program director, replacing James Merrill, who continues as an announcer.

FREEMAN GOSDEN and Charles Correll (Amos 'n' Andy) on Aug. 19 rounded out their fourth year for Pepsodent on NBC. In that time they have presented 2,365 episodes.

THEODORE STRONG, musical director and organist of the Happytime programs over the CBS-Don Lee Network, recently celebrated his tenth anniversary on the air by ordering a new 25-stop organ of five registers and chimes from the Moller Pipe Organ Co. for his studio at 1040 Geary St., San Francisco.

EFFIE MARINE HARVEY, director of educational activities at WAAF, Chicago, who returned Aug. 15 from Europe, after spending the summer months there studying radio educational methods, plans to incorporate ideas gained in WAAF programs. She has begun a series of tri-weekly discussions about the trip.

MARGARET ROEHLER, of the NBC Chicago press department, and Albert E. Allen, were married in Chicago Aug. 21.

HOWARD GOULD, WBBM, Chicago, pianist, and Diane Collins, Grand Rapids, Mich., were married Aug. 13, in Waukegan, Ill., culminating a romance which began when Miss Collins first heard Gould's voice on the air.

HERBERT JOHNSON, WGN staff pianist, joined the hole-in-one club early in August on the Lincoln Park (Chicago) golf course.

A STUDY—in construction (of tubes, not ladies). At the left is one of the new $1,600 water-cooled transmitting tubes used by WBT, Charlotte, in its new 25 kw. transmitter. The tube is supported by Frances Paxton, WBT artist. The other tube, exhibited by Virginia Paxton, of the Paxton Sisters' WBT team, is one of the type used in the original 1921 WBT transmitter, which then sold for $11 each.

PETER LUND, formerly associated with Tony Wons, has joined the continuity staff of WMBD, Peoria, Ill., and is now offering his "Thought for the Day" and "Old Family Almanac," homey philosophy programs over that station.

ALFRED E. HALL, recently in motion pictures, has been appointed program director of WOV, New York. He formerly was chief announcer of the station.

WILL PRIOR, new to radio on the Pacific coast, has become new production manager for KFAC, Los Angeles. He will also conduct the studio concert ensemble.

HUSKE O'HARE, orchestra conductor, will return to the air in Chicago from the La Salle Hotel Sept. 5, after a six months' road tour of 48,000 miles and appearances over 103 radio stations about the country. (Chicago station undecided.)

TOM HUTCHINSON, program director for NBC in San Francisco, is on a vacation. Harry Bechtel, chief announcer for KYA, San Francisco, and Nadine Amos, secretary to Lloyd Yoder, are also on vacations.

ABE BLOOM, San Francisco music publishers' representative and broadcaster, left for New York the week of Aug. 22 to promote the Sherman, Clay & Co. music catalogue.

JOHN O'HARA, formerly sports announcer of WJKS, Gary, Ind., has joined the studios of WBBM, Chicago, as announcer.

KOLIN HAGER and David Buttolph, manager and musical director, respectively, of WGY, Schenectady, have collaborated in the composition of "Theme Song Blues," a comedy presentation of radio theme songs familiar to all listeners.

JOSEPH RON BJORNDAHL, known over the air as Ron Burney, has been added to the announcing staff of KGER, Long Beach, Cal. He had been with the station for some time as a vocalist.

SEVERAL changes in talent personnel have been announced by the NBC division at San Francisco. Dell Perry and Oscar Young, piano team, Barry Thompson and Bill Kuser, announcers, and Jerry Stewartson, arranger, have been dropped. Edna Fischer and Newell Chase, former piano team at KFRC, San Francisco, and Caltana Christoph and Louise Gale, singers, have been added. Rita Lane is also back on the staff and Tom and Dud are also retained.

BING CROSBY, who is being featured in Paramount's "The Big Broadcast," has completed work on that picture. After a two weeks' fishing trip and two weeks of personal appearances on the Pacific Coast, he will return to New York.

THE PICKENS SISTERS, NBC harmony trio from Georgia, opened a vaudeville engagement at the Valencia Theatre in New York, August 19.

TED OSTERKAMP, formerly with WTAR, Norfolk, Va., has joined WOL, Washington, as program director.

JACK RICKER, formerly studio director of CBS, has joined WMCA, New York, as studio director and production manager. Harry Carlson, former announcer, has been promoted to program director.

WILDA WILSON CHURCH, who does the character "Mrs. Silo" in "Orphan Annie" over KGO, San Francisco, is back at the studio after a long illness.

EDMOND KOWALEWSKI, musical poet of WIP-WFAN, Philadelphia, has been appointed curator of the house in which Edgar Allen Poe lived while in Philadelphia.

CAPT. DOBBSIE is on a vacation from his Shell Happytime Hour over the Don Lee-CBS system and Willie Hancock and Bob Bence are substituting for him.

JOSE RODRIGUEZ, continuity editor and press agent for KFI-KECA, Los Angeles, married June Geisler, music teacher, recently.

IN THE CONTROL ROOM

AMONG THE RADIO scientists taking observations of radio phenomena during the solar eclipse of Aug 31 were T. R. Gilliland, K. A. Norton and E. Carnes, of the Bureau of Standards, who took two trucks of equipment to a point in Nova Scotia within the path of totality; S. S. Kirby and Lloyd V. Berkner, the latter radio expert with the Byrd South Pole expedition, who took measurements from the Bureau of Standards laboratory in Washington; Dr. Harlan T. Stetson, of sun-spot cycles fame, who sent out short waves from his camp at Douglass Hill, Maine, to study effects; Dr. E. F. W. Alexanderson, of General Electric Co., who had special radio apparatus installed at Freyberg, Maine, and Ross A. Hull, of the American Radio Relay League, who accompanied an expedition to Mt. Washington in the White Mountains of New Hampshire to operate a 5-meter and ultra-high frequency station.

DR. LOUIS COHEN, noted radio scientist, formerly connected with the Judge Advocate General's office of the U. S. Army on foreign radio patent claims, of late in consulting radio work in Washington, has been engaged as a consultant by the Soviet government for the next year, and sails Sept. 8 on the S. S. Europa. He will lecture at the Russian Technical Institute at Leningrad, where he will make his headquarters.

HOWARD LUTTGENS, NBC Chicago division engineer, was host to Japanese radio officials from JOAK and JOBK, who toured the NBC Chicago studios Aug. 22. The officials handled rebroadcasts of Olympic Games results to Japan and were on their way east around the world home, stopping en route to inspect radio developments in various cities. They were Novicimitu Matuuchi, JOAK sports announcer for eight years, Seiji Shimaura, Michimato Takarada, T. Totsu and M. Kasai.

SUNSHINE LAUNDRY
SAINT LOUIS

Mr. L. A. Benson, President,
Radio Station WIL,
St. Louis, Mo.

My Dear Mr. Benson:

A crew of five men whom we have had out interrogating housewives concerning their radio listening habits have reported such an interesting situation as regards Radio Station WIL, that I feel I should inform you of it.

To our very great surprise, we found that approximately 90 per cent of these households know of our musical program on your station and listen to it. We would not believe this to be true, unless it had been reported to us by our own men, after a very careful survey of some 10,000 homes.

This, we feel, is one of the reasons why the Sunshine Laundry has not been affected by the financial interlude, as have other firms in our line. In fact, our business is maintaining the same volume today as we were experiencing during the "boom" days.....certainly one of the few instances of its kind among the laundry businesses of the Middle West.

Thanking you very kindly for the friendly, cooperative spirit you have always shown, I am,

Sincerely yours,
Charles W. Weal
Pres.

• • • your clients, too, will be Just as Happy with W·I·L

EDWIN A. BEANE, former Department of Commerce radio supervisor at Chicago, later in consulting work there, announces his retirement from E. A. Beane Engineers, which organization will be continued at 325 W. Huron St., Chicago, by his former associate, E. C. Page, as E. C. Page Engineers.

PROF. T. YAMAMOTO, dean of the College of Engineering, Waseda University, Japan, leading television research scientist of that country, who came to the Olympic Games in charge of the Japanese athletic delegation, was a visitor at the Don Lee television station, W6XAO, Los Angeles, early in August.

HARRY R. LUBCKE, director of television for the Don Lee Broadcasting System, recently addressed the Whittier Rotary Club on the advantages of cathode-ray receivers developed with home requirements in mind, pointing out the use of the console cabinet, and the absence of moving parts. Keen interest was expressed in the work done by Mr. Lubcke at W6SAO, the Don Lee television station.

WINSTON C. MOORE, NBC's operations supervisor, and E. C. Callahan, control supervisor, both of San Francisco, went to sea for their vacation. Both are ensigns in the naval reserve, and they spent their two weeks' holiday in active duty, Moore on the "Pennsylvania," Callahan on the "California."

C. E. JOHNSON, U. S. N. radioman, first class, formerly with the Bureau of Standards, who recently was transferred to the Coast and Geodetic Survey, will take part in the Second International Polar Year program at the station at College, near Fairbanks, Alaska, it was announced at the Department of Commerce. He will relieve Mr. Ulrich in charge of the station.

HOWARD CAMPBELL, former engineer with WWJ, WLS and Bell Laboratories and recently named technical director of WHAS, Louisville, has added D. C. Summerford, L. G. Hewitt and Norman Albee to his operating staff at the Kentucky station.

CAL APPLEGATE, formerly with the technical staff of KMTR, Hollywood, has been appointed chief operator of KRKD, Los Angeles.

MEL LEMON, head technician at KMTR, Hollywood, has been made chief of the operating force at KMPC, Beverly Hills, Cal.

LOUIS DESTACEY and O. W. Penny, former ship operators, have joined the engineering staff of WMCA, New York.

Copyright Increase Forced

(Continued from page 6)

dropped. It was an immediate step to protect individual stations against a demand for extortionate fees by ASCAP, according to an NAB announcement. Moreover, in giving Mr. Schuette all of the authority previously vested in both the negotiating and plenary committees, the entire problem of ultimate release from ASCAP's grip devolves upon him. It will be up to Mr. Schuette to investigate and determine the feasibility of a music research organization within the NAB, or of establishing ultimately a complete reservoir of music for radio, whether through outside groups or within the radio industry itself.

Other Directors Present

OTHER directors who attended the board meeting, besides those already mentioned, were Morency, M. A. Howlett, WHK, Cleveland; Klauber (proxy for H. A. Bellows, WCCO, Minneapolis); Russell (proxy for Ed Craney, KGIR, Butte, Mont.); Walter J. Damm, WTMJ, Milwaukee; Niles Trammell, NBC, Chicago, vice president (proxy for William S. Hedges, WMAQ, Chicago); Butcher, (proxy for Don Lee, KHJ, Los Angeles); and George F. McClelland, NBC first vice president. M. H. Aylesworth, NBC president, also participated.

In the final analysis, the accepted scale differs in few respects from the demands ASCAP has been making practically from the start. While originally it asked 5 per cent of gross, plus readjusted "sustaining" licenses, it shifted to the 3, 4 and 5 per cent scale, plus readjusted "sustaining" licenses shortly afterward. In the case of the networks, the change was from a basis on which they would have paid the percentage on their "net receipts," as networks, to the percentage of "net receipts" of the individual stations which they operate.

This particular phase of the agreement has provoked considerable concern among some stations, which feel the burden thereby has been shifted upon them. Mr. Mills, however, asserted that to impose the tax on the net receipts of the networks, which, in general, add up the card rates of their affiliated stations in selling their time, out of which the "tremendous" operating expense of running a chain must be accounted for, would have been too drastic. Network officials pleaded that any other basis would so seriously undermine their financial structures as to threaten dire results, and would mean scaling down of their operations in such fashion as to lower the present program standards to a dangerous level.

Five Year Plan Fails

STATIONS subscribing to network programs, under the arrangement, will pay the percentage rate on the amount they receive from the network for commercial programs. In most cases that will mean, for the first year, 3 per cent of the $50 or $75 hourly rate they receive. In the cases of a select group of others, which have special arrangements with the networks, it will be much more severe. Those are the stations which naturally are criticizing this phase of the arrangement most bitterly.

Prior to the acceptance of the 3, 4 and 5 per cent basis by the negotiating committee, its members had been false-alarmed by Mr. Mills into the belief that the problem had been settled on a much more favorable basis. On Aug. 18, Mr. Mills, after telling the committee he had full power to settle the matter in his own way, agreed to a five-year contract of 2 per cent for the first two years, 3 per cent for the second two years and 4 per cent for the fifth year. The sustaining fee, it is understood, would have been reduced generally by one-third for the industry, but with no such fee for stations paying more than $5,000 annually on the percentage basis.

Mr. Mills, it is reported, informed the Committee that the plan was entirely acceptable, and that, to prove it, he would submit his resignation as general manager of ASCAP to his own board, to become effective if they rejected it. The next day, however, he informed the committee that his board has turned it down and that seven publisher members had threatened to quit ASCAP if it were accepted. He mentioned nothing more about his resignation, and proceeded to lay down the 3, 4 and 5 per cent deal as the only acceptable plan.

A month ago it appeared that a temporary settlement might be reached on the basis of a 25 per cent increase over the present flat rate, to be effective for 18 months. ASCAP had accepted this proposition in principle, but demanded a "legislative truce" in Congress, which was promptly rejected by the NAB board. The board countered with a proposition that the $1,250,000 flat rate be agreed to for two years from Jan. 1, next, during which time the groups would attempt to work out a yardstick on a "per piece" basis. This was rejected by ASCAP, and a deadlock resulted until the present percentage basis was forced.

OPEN FOR CONTRACT—PEAK TIME
on the Nation's Capital Station
WMAL WASHINGTON D. C.

Most favorable time is now available for national advertisers because WMAL will shortly sever its affiliation with CBS.

WMAL COVERS THOROUGHLY ONE OF THE MOST WEALTHY MARKETS IN AMERICA

—A stable market whose high purchasing power has not been as severely affected by the Depression as have most other communities . . . .

—A market in which it has brought consistent sales results to its national and local advertisers . . . .

33 1/3 and 78 r.p.m.
Western Electric Turntables

Steinway Pianos Are Not Purchased Because They Are Cheap—Neither is GOOD Advertising

Hence—advertisers who KNOW buy KFH . . . Why . . . Because KFH is rendering outstanding service to both audience and advertiser in the wealthiest part of Kansas and Oklahoma . . . Because 70% of this great audience are habitual listeners to KFH programs . . . Because the advertiser receives the intelligent cooperation of the entire KFH staff . . . Because the advertisers' program is merchandised in a manner that produces jobber-dealer support and SALES.

KFH
WICHITA
"The Steinway of Broadcasting Service In The Middle West"

CHICAGO REPRESENTATIVE
WILLIAM G. RAMBEAU
360 NORTH MICHIGAN AVE.

Advertisers and agencies are invited to write for our station folio.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

COMMERCIAL MERCANTS National Bank and Trust Co., second largest bank in Illinois, is sponsoring a series over WMBD, Peoria, designed to show the place banking holds in business, including explanations how Peoria banks weathered the financial storm. Good results are reported by Edgar Bill, WMBD manager. The bank offers listeners a booklet answering questions on banking procedure. WMBD is also carrying 13 quarter-hour programs sponsored by the General Agents Division of the Life Underwriter's Association at Peoria, built around the "Old Insurance Counsellor" who tells what life insurance means as an investment.

KOIL, Council Bluffs, Ia., recently proved the efficiency of radio advertising when given an experimental short-term contract by the Luzianne Ice Cream Co., of Omaha. The trial was based on a "radio special," which was listed only in the KOIL announcements. After two weeks' demands for this item were so heavy that special equipment had to be purchased to make added "radio specials" because of the great demand.

WABC, New York, has signed Kolynos Sales Co., Chicago, (toothpaste) for a new monologue series, starting Sept. 19, daily except Saturday and Sunday, entitled "Bill the Barber." Blackett-Sample-Hummert, Inc., handles the account. WABC has also contracted for 52 weeks of daily "Road Reporter" programs, heard five minutes at varying times after 6 p.m. daily, and sponsored by Shell Eastern Petroleum Products, Inc. J. Walter Thompson Co., New York, handles the account.

LEHN & FINK, Bloomfield, N. J., (Pebeco toothpaste) on Aug. 22 started Ronnie and Van, harmony duo, on WNAC, Boston, Monday, Wednesday and Friday, 5:45 p.m., EDST, and Tuesday, Thursday and Saturday, 8:45 p.m., EDST. Account running for 13 weeks, handled by U. S. Advertising Agency, New York.

KELSEY-HIGHLAND Nursery Co., East Bedford, Mass., on Aug. 18 started 13-week program of baritone and horticultural talks on WAAB, Boston, Thursday, 7:45 to 8 p.m., EDST. Harry M. Frost, Boston, handles the account.

MARION PORTER Cooperative Bridal Service, Boston, on Aug. 5 started program on WNAC, Boston, Friday, 10:15 to 10:45 p.m., EDST. Account to run for 13 weeks, handled by Greenleaf Advertising Agency, Boston.

SHOWMANSHIP is featuring political broadcasts on certain California stations. In the account handled for Milton M. Golden, aspirant for Congress, KMTR, Los Angeles, has been featuring stage and screen stars as well as radio personalities.

TWO BOYS' schools have purchased time on WBBM, Chicago, for indefinite periods. Thorpe Military School, Lake Forest, Ill., is sponsoring 15-minute dramatizations each weekday night, and Howe School, Inc., Howe, Ind., is sponsoring Pat Flanagan's Boys' Program (boys' sports) for five minutes each weekday afternoon. Both accounts are handled direct.

FLORSHEIM SHOE Co., Chicago, is sponsoring time signals several times daily on WAAF, Chicago, for an indefinite period. Account handled direct.

MILES SHOE Co., New York, begins radio advertising Sept. 2 in a 34-week campaign over WMCA, New York. Program is a 30-minute Friday night "Miles Variety Hour," with Merle Johnston and band, Howard Phillips, baritone, and Verna Burke, commedienne, with George Bricker as master of ceremonies.

E. FOUGERA Co., New York (Vapex) on Oct. 3 begins a 13-week series of "Twilight Tunes," with one-minute announcements, over WTAM, Cleveland, daily except Sunday, 5:15-5:30 p.m. N. W. Ayer & Son, New York, handles the account.

GENERAL FOODS Corp., New York, on Sept. 19 begins a 26-week series of children's dramas by Paul Wing over WEAF, WBEN, WWJ, WSAI and WGY only, Monday, Wednesday and Friday, 5:15-5:30 p.m. Benton & Bowles, New York, handles the account.

WIP-WFAN, Philadelphia, reports that the Original Trenton Cracker Co., Trenton, N. J., has renewed for an indefinite period on the Home Makers Club daily except Sunday. Lennox Beverages, New York, also signed for daily participation in the Home Makers Club, and also in Magazine of the Air and Town Tattler. Keystone Merchants, Inc., contracted for 15-minute evening musical program for one year starting August 23.

ATLAS BREWING Co., Chicago, has renewed for 52 more weeks its "Headlines of Other Days" program, presented by Quin Ryan, manager and chief announcer of WGN, Chicago, over that station. It is offered five minutes daily seven days a week.

THE CHRISTIAN SCIENCE Churches of Chicago have renewed for 52 weeks their 15-minute programs of readings and music each week day morning on WBBM, Chicago. Other accounts reported by WBBM are as follows: Foulds Milling Co., Milwaukee (macaroni) with transcriptions of Tarsan of the Apes, starting Sept. 12, afternoons, Monday to Friday inclusive, handled direct; American Oak Leather Co. Cincinnati, (leather goods) with organ music afternoons on Tuesday, Thursday and Saturday, starting Sept. 27, account handled by Behel & Waldie, Chicago; Lehn & Fink, New York, (Pebeco toothpaste) sponsoring Art Gillham, piano and songs, each weekday afternoons, account handled by the U. S. Advertising Corp.

ILLINOIS Commercial Mens' Association, Chicago, (life insurance) has extended its Monday and Wednesday evening musical programs on WMAQ, Chicago, for three weeks, effective Aug. 29.

KFRC, San Francisco, during the week of Aug. 15 conducted another boat trip around San Francisco bay, soliciting the public on the air at a nominal fee and offering them the opportunity of meeting the station's stars in person. Fred Pabst, Don Lee general manager, reported a big turnout for the trip.

GOLDEN STATE MILK Co., San Francisco, in October will begin a once-weekly serial over KGO, Oakland, and KFI, San Francisco. Account is handled by the McCann-Erickson Co., San Francisco.

WOR, Newark, N. J., announces that both the Democratic and Republican parties will utilize the station in the New Jersey state campaign which starts this month.

KYW, Chicago, reports the following accounts: Chicago Baby Carriage Co., Chicago, 15-minute program each Wednesday night starting Aug. 25, for 13 weeks, talent vocalist and pianist, handled by Charles Silver, Chicago; Household Finance Corp., Chicago, (personal loans) two 15-minute periods each Sunday morning with transcriptions for 52 weeks, starting Sept. 2, Charles Daniel Frey, Chicago, handles account; Mississippi Valley Canning Co., La Seour, Minn., sponsoring Drs. Pratt and Sherman (comedy duo) three afternoons a week for Del Maize Niblets (food product) for 52 weeks, account handled by Erwin, Wasey & Co. Len Small, Republican candidate for governor of Illinois, evening hours for campaign talks to be given Oct. 4, 11, 14, 20, 24, 27, 31, and Nov. 3.

INTERNATIONAL HEATING Co., St. Louis, (burners) has resumed its International Jamboree on WLS, Chicago, for a half hour each Saturday night for an indefinite period. Account handled direct. The station also announces signing Reid Murdoch & Company, Chicago, (Monarch foods) for "Monarch Hostess" programs Friday and Saturday mornings for an indefinite period. Rogers & Smith, Chicago, handles the account.

NETWORK ACCOUNTS

J. A. FOLGER & Co., Kansas City (Folger's coffee) on Sept. 26 begins a 20-week series of script shows of interest to women over an NBC network consisting of WOC, WHO, WOW, WDAF, KSTP, WEBC and southwestern group, except KTHS. Program will originate in Chicago and will be heard Monday to Friday inclusive, 3-3:15 p.m., EST. Blackett-Sample-Hummert, Inc., Chicago, handles the account.

REID, MURDOCH & Co., Chicago, (Monarch food brands) on Oct. 2 begins a 13-week series over the NBC-WJZ network (excepting WJZ and WBAL) featuring mystery tenor and string trio, Sunday, 2-2:15 p.m., EST. Roger & Smith, Chicago, handles account, which will originate in Chicago NBC studios.

CONTINENTAL OIL Co., Ponca City, Okla., (petroleum products) on Dec. 7 will begin a 30-week series titled "Exploring America with Conoco and Carvath Wells" over a special NBC network consisting of WFBR, WMAQ, KSD, WOC, WHO, WOW, WDAF, WTMJ, WIBA, KSTP, WEBC, WDAY, KFYR, WRVA, KTBS, WKY, WBAP, KPRC, WOAI, KOA, KSL, KGIR, KGHL and KGA. Program is scheduled Wednesday, 10:30-11 p.m., EST, Tracy - Locke - Dawson, Inc., Dallas, handles the account.

FIRESTONE Tire & Rubber Co., Akron, on Dec. 5 begins a 52-week series titled "Voice of Firestone" over the NBC-WEAF network, with Canadian, SE, SC and SW supplements, Monday, 8:30-9 p.m., EST, and over the NW, Mt., Orange (with KFSD, KTAR and KGU added) on Monday, 11:30-12 p.m., EST. Sweeney & James, Cleveland, handles the account.

LARUS & BROS., Richmond, Va., (Edgeworth tobacco) on Sept. 14 renews for 13 weeks its "Corn Cob Pipe of Virginia" program over special NBC-WEAF network. Program originates at WRVA, Richmond, and is heard Wednesday, 10-10:30 p.m., EST. Batten, Barton, Durstine & Osborn, New York, handles the account.

MANHATTAN SOAP Co., New York (Sweetheart soap) on Sept. 14 begins a 13-week schedule of "Sweetheart Programs," with talk by Ruth Jordon, over the basic NBC-WJZ network to Chicago only, Wednesday, 11:45 a.m. to 12 noon. Peck Advertising Co., New York, handles the account.

GEORGE W. LUFT Co., Long Island City, N. Y., (Tangee) on Sept. 6 begins a 13-week series with orchestra and narrators over the NBC-WJZ network to Chicago, Tuesday and Thursday, 5:15-5:30 p.m. Cecil, Warwick & Cecil, New York, handles the account.

CONGRESS CIGAR Co., New York, (La Palina) on Sept. 12 renews Kate Smith over 28 CBS stations, Monday, Tuesday and Wednesday, 8:30-8:45 p. m. Batten, Barton, Durstine & Osborn, New York, handles the account.

SPOOL COTTON Co., New York, on Sept. 6 begins a 13-week series over 43 CBS stations titled "Threads of Happiness" with Tommy McLaughlin, baritone, David Ross, poetry readings, and orchestra background, directed by Andrew Kostelanetz, Tuesday, 9:15-9:30 p.m. Paul Cornell Co., Inc., New York, handles the account.

STERLING PRODUCTS, Inc., Wheeling, W. Va., (Phillips dental magnesia) on Sept. 27 renews its contract for 13 weeks for the CBS basic network of 22 stations, with Abe Lyman's orchestra, Tuesday, Thursday and Saturday, 8:15-8:30 p.m., EST. Blackett-Sample-Hummert, Inc., Chicago, handles the account.

CHARIS Corp., Allentown, Pa., (women's garments) on Sept. 6 starts a new series over CBS stations for 13 weeks, with Ann Leaf, Ben Alley and Helen Nugent, Tuesday, 2:15-2:30 p. m. John L. Butler Co., Philadelphia, handles the account.

DELAWARE, Lackawanna & Western Coal Co., New York, has signed a 31-week contract with CBS for nine eastern stations to carry "Blue Coal Musical Revue" starting Oct. 2, Sunday, 5:30-6 p. m. Ruthrauff & Ryan, Inc., New York, handles the account.

BARBARA GOULD, Inc., New York, has renewed its contract for 31 CBS stations for 40 weeks, starting Sept. 15, Thursday, 10:45-11 a.m., with separate broadcast on west coast, 1:45-2 p.m., PST. Redfield-Coupe, Inc., New York, handles the account.

RICHFIELD OIL Co., Los Angeles, on Aug. 22 renewed Sam Hayes' "Richfield News Flashes" over 6 NBC-KGO stations, 10-10:15 p.m., EST, daily except Saturday. H. C. Bernsten, Los Angeles, handles the account.

PARAFFINE Companies, Inc., San Francisco, on Sept. 8 starts "The Jordans," dramatic sketch and music, over 6 NBC-KGO stations, Thursday, 9:45-10 a.m., PST. Emil Brisacher & Staff, San Francisco, handles the account.

BOURJOIS, Inc., New York, (cosmetics) on Sept. 12 will start its fifth year in radio by presenting the first of a series of "Evening in Paris Mysteries," over 20 CBS stations, Monday, 9:30-10 p.m., EST.

GENERAL MILLS, Inc., Minneapolis, (flour) on Sept. 8 renews for 26 weeks its "Betty Crocker" cooking talks over special NBC network, including WEAF, WEEI, WJAR, WTAG, WCSH, WFI, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, KYW, KSD, WOC, WHO, WOW, WDAF, WFBR, WRVA, WPTF, WJAX, WIOD, WFLA, KVOO, WKY, WBAP, KPRC and WOAI. Program will be heard Wednesday and Friday, 10:45-11 a.m., EST. The McCord Co., Minneapolis, handles the account.

STEPHAN F. WHITMAN & Son, Inc., Philadelphia, (Whitman candy) on Oct 26 will begin a nine-week campaign over an NBC-WEAF, SE and SC network, Wednesday, 8:45-9 p.m., EST, program undecided. F. Wallis Armstrong Co., Philadelphia, handles the account.

New Lapel Microphone keeps close to the speaker!

Insures good pick-up . . . speakers or announcers can't get out of range!

With its new Lapel Microphone, Western Electric makes another significant contribution to the art of sound transmission. This new member of the telephone family is highly efficient, small in size (1½" in diameter) and, as its name implies, is worn on the clothing. It may be used as the pick-up instrument for either public address or radio broadcasting systems.

With this microphone, speakers no longer need be confined to a fixed post in order to have proper microphone technique. Because the lapel microphone is flexible in operation and readily adaptable, the problem of picking up programs at political meetings, banquets and other events featuring speakers, is greatly simplified.

Manufactured by Western Electric, this tiny device has back of it more than 50 years' experience in the making of telephones for the Bell System.

The Lapel Microphone consists essentially of a carbon button transmitter encased in soft rubber and a 2 ft. cord terminated in a double contact plug.

Connection is made to the amplifying or speech input system by means of a 30 ft. length of flexible cording, which may be lengthened by the addition of a 50 ft. extension cord.

Control cabinets providing noiseless switching for a single microphone or for any one of five microphones are available.

GRAYBAR ELECTRIC CO. B9-32
Graybar Building, New York, N. Y.

Gentlemen: Please send me full information on the Western Electric Lapel Microphone.

NAME .....

ADDRESS .....

CITY ..... STATE .....

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by GRAYBAR *Electric Company*

FREQUENCY MONITORING SERVICE

Articles 115 and 205, Rules and Regulations of the Federal Radio Commission, state " . . . The national standard of radio-frequency maintained by the Bureau of Standards, Department of Commerce, shall be the basis for all frequency measurements."

Facilities are now available for measuring radio station carrier frequencies in terms of the National Standard of Radio-frequency, made possible by leased wire service from the Bureau of Standards to the measurement laboratory.

PRICES ARE REASONABLE

Both for regular subscriptions and for individual measurements. Write for details.

J. C. McNARY
9420 Jones Mill Road
Chevy Chase, Maryland

CREAM OF WHEAT Corp., Minneapolis, on Sept. 11 renews Angelo Patri in the "Your Child" programs over 30 CBS stations, Sunday and Wednesday, 7:45-8 p.m., with a rebroadcast for CBS-Don Lee group 11:15-11:30 p.m. J. Walter Thompson Co. handles the account.

REPUBLICAN National Committee on Aug. 18 used 36 CBS stations and the Don Lee Network for Vice President Curtis' speech of acceptance from Topeka. Account was handled direct.

THE FLEISCHMANN Co., New York, (yeast) on Oct. 2 begins "Great Moments of History" over an NBC-WJZ network, Sunday, 7:30-8 p.m., EST. J. Walter Thompson Co., New York, handles the account.

G. WASHINGTON COFFEE Co., Morris Plains, N. J., returns to NBC with the Sherlock Holmes series on Oct. 5, to be heard every Wednesday night, NBC, 9-9:30, EST, with repeated broadcast same night to be heard on Pacific coast, 9:15-9:45. Richard Gordon, who plays the lead, has recovered from his accident and will again be heard. Cecil, Warwick & Cecil, New York, handles the account.

WESTERN CLOCK Co., La Salle, Ill., (Big Ben clocks) on Sept. 25 starts a dramatic sketch entitled, "Big Ben's Dream Dramas" on NBC-WEAF, Sunday, 5:30-5:45 p.m., EST. Batten, Barton, Durstine & Osborn, New York, handles the account.

IODENT CHEMICAL Co., Detroit, (toothpaste) renewed its contract Aug. 21 for "Iodent Program with Jane Froman" on the NBC-WEAF network, Sunday, 4-4:15 p.m., EDST. Maxon, Inc., Detroit, handles the account.

LADY ESTHER Co., Chicago, (cosmetics) renews year's contract with NBC-WEAF Oct. 4 for Wayne King and orchestra and Lady Esther, Tuesday, 8:30 to 9 p.m., EST. Stack Goble Advertising Agency, Chicago, handles the account.

PREMIER MALT SALES Co., Chicago, (Blue Ribbon Malt) on Sept. 13 starts 52-week series with Ben Bernie and orchestra over an NBC-WEAF network, Tuesday, 9-9:30 p.m., EST. Matteson-Fogarty-Jordan Co., Inc., Chicago, handles the account.

WOJTASINSKI DRUG Co., Boston, on Aug. 21 started concert orchestra playing Polish music on WAAB-Yankee Network, Sunday, 12:30-1 p. m., EDST. Account runs until April 30, 1933; handled direct.

NBC announces that Ed Wynn has signed a contract to continue on the air over an NBC-WEAF network, each Tuesday at 9:30 p.m., EDST., for the Texaco Co. The same cast which has supported the comedian since the inauguration of the Fire Chief broadcasts, including Graham McNamee, Don Voorhees and a double quartet, will continue on the program.

LAVORIS CHEMICAL Co., Minneapolis, (antiseptic) on Sept. 26 resumes "Easy Aces" over 24 CBS stations, Monday, Wednesday, Friday, 10:15-10:30 p.m., for 14 weeks. Blackett-Sample-Hummert, Inc., Chicago, handles the account.

WILLIAM WRIGLEY, Jr., Co., Chicago, on Aug. 29 resumed its "Myrt & Marge" and "Lone Wolf Tribe" series over CBS, with Charlotte, Nashville and Dallas added for former programs, 7-7:15 daily except Saturday and Sunday in east and 10:45-11 p. m. for west, and with Cincinnati, Washington, Topeka and Yankton added for latter program, Monday, Wednesday and Friday, 5:45-6 p.m. and 6:45-7 p. m. Frances Hooper Advertising Agency, Chicago, handles "Myrt & Marge" and J. Walter Thompson Co., Chicago, handles "Lone Wolf Tribe."

CBS announces that the Chesterfield program will have an alternating time schedule effective Tuesday, Sept. 6, when the series starring Ruth Etting, the Boswell Sisters and the Street Singer will be heard at 10 p.m., EDST, on Monday, Wednesday and Friday, and at 9 p.m., EDST, on Tuesday, Thursday and Saturday.

GENERAL FOODS Corp., New York, (Diamond Crystal salt) on Oct. 5 begins a series of 26 sketches entitled "Captain Diamond," over a partial NBC network Wednesday, 8-8:30 p.m., EST. Program will be carried in New York, Boston, Springfield, Baltimore, Rochester, Pittsburgh, Cleveland, Detroit and Cincinnati. Benton & Bowles, New York, handles the account.

RALSTON PURINA Co., St. Louis, (cereals) on Sept. 27 starts "Sekatary Hawkins," to run for 26 weeks, over the NBC-WEAF network, Tuesday, Thursday and Saturday, 5:45-6 p.m., EST. Batten, Barton, Durstine & Osborn, New York, handles the account.

UNION OIL Co., San Francisco, on Sept. 4 begins a series of one-hour Sunday night programs from KFI over the NBC-KGO network. Programs will feature the Domino Club, Hollywood actors' organization, and succeeds the Hollywood Bowl symphony concerns which conclude Aug. 27. Lord & Thomas, San Francisco, handles the account.

ABZEN LABORATORIES, Inc., Clinton, Ia., (Arzen nasal oil) on Nov. 16 will begin the "Arzen Program" for 13 weeks over 5 NBC-KGO stations, Wednesday, 9-9:15 p.m., PST. Coolidge Advertising Agency, Des Moines, handles the account.

THE QUAKER OATS Co., Chicago, on Aug. 29 returned to the air via NBC in San Francisco with Van and Don, "The Two Professors." Lord & Thomas handles the account.

AGENCIES AND REPRESENTATIVES

ALBERT FRANK & Co. and Rudolph Guenther-Russell Law, Inc., both of New York, will merge as Albert Frank-Guenther Law, Inc., as soon as contracts, already signed, are ratified by the respective stockholders. Main offices will be on the 24th floor of the Wall Tower Building. Branches will be maintained in Boston, Philadelphia, Chicago and San Francisco. Officers will be as follows: Rudolph Guenther, chairman of the board; Frank J. Reynolds, president; Russell Law, chairman of executive committee; John H. Schwarting, first vice president; S. A. Speake, controller; James McKay, treasurer; Robert J. Herts, vice president and secretary; E. G. McAdie, assistant secretary.

WILSON H. LEE Advertising Agency, New Haven, Conn., has instituted a radio department, with L. Harvey Robinson in charge of its various New England and New York accounts.

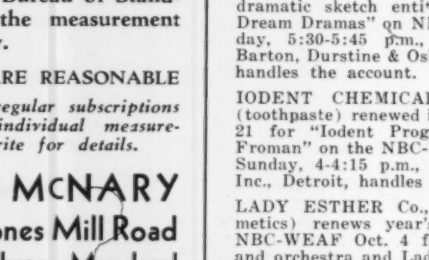
EARL ALLEN Co., Omaha, will handle the radio advertising of the Republican party of Nebraska.

REIMERS, WHITEHALL & Sherman, Inc., New York, now handles the advertising account of the Virginia Dare Extract Co., Brooklyn.

FERTIG, SLAVITT & Gaffney, Inc., is the name of a new advertising agency formed in New York. Lawrence Fertig, former head of the Lawrence Fertig Co., New York, is chairman of the board of the new agency. Other officers are: Alexander Slavitt, president; Arch Gaffney, vice president; Ralph James, secretary, and Miss Helen Gorge, space buyer. Offices are at 150 Madison Avenue.

DORRANCE, SULLIVAN & Co., New York, has acquired the entire capital stock of Dorrance, Kenyon & Co., Boston, and closed the latter organization Aug. 31.

N.A.B. CONVENTION IN ST. LOUIS
Next November
Headquarters - THE HOTEL CHASE



Convenient to all things of principal interest—Its location at Lindell and Kingshighway Boulevards, opposite Forest Park, appeals to visitors—Delightful surroundings.

HOME OF RADIO STATION KWK

The only Hotel in St. Louis with nationwide radio affiliation.

Location, rooms, food, service, facilities, "atmosphere" and a sincere desire to serve you well at sensible prices is our promise.

Rates for one, $3 to $5 per day
Rates for two, $5 to $7 per day

THE HOTEL CHASE
ST. LOUIS, MO.
J. A. HADLEY, Manager

MODERNIZED

The TESTED SPOT for TEST PROGRAMS

To give the Advertiser MAXIMUM COVERAGE, from New Western Electric Dynamic Microphones to the Newest Accomplishment of the Bell Laboratories in Broadcast Transmitters, KMBC Equipment is Modernized.

To give the Advertiser MAXIMUM CIRCULATION, from Creation and Production of Programs to the Effective Merchandising Thereof, KMBC is Departmentally Modernized.

THE MIDDLE-WEST'S OUTSTANDING BROADCASTING STATION
KMBC
A KEY STATION OF COLUMBIA BROADCASTING SYSTEM.

KMBC of KANSAS CITY

STACK GOBLE Advertising Agency, 8 So. Michigan Ave., Chicago, places radio advertising for: Swift & Co.; Lady Esther Co.; K. A. Hughes Co.; International Vitamin Corp.; Standard Oil Co. (Indiana.)

STEVENSON & SCOTT, Ltd., 276 St. James St., West, Montreal, Canada, handles radio accounts for: W. Clark, Ltd.; Brandram-Henderson, Ltd. H. E. Smith is in charge of radio department.

SYVERSON-KELLEY, INC., 608 Mohawk Bldg., Spokane, Wash., handles radio accounts for: Diamond Ice & Fuel Co.; Johnson-Bungay Fuel Co.; Joyner Drug Co.; Kinman Business University; True's Oil Co.; Washington Water Power Co.; Ideal Laundry Co.

TOMASCHKE-ELLIOTT, INC., 1624 Franklin St., Oakland, Cal., places radio advertising for: Cardinet Candy Co.; California Memorial Columbarium; Oakland Business District Association. W. E. Elliott is in charge of radio department.

UNITED ADVERTISING AGENCY, INC., 8 West 40th St., New York, places radio advertising for Tastyeast, Inc. F. G. Mettee is in charge of radio department.

FRED L. SHAW, formerly of the Geyer Co., Dayton, O., has been appointed manager of the publicity department of Brooke, Smith & French, Inc., Detroit. He is a pioneer radio operator, editor and publicity man for radio concerns. He now is engaged in private television research.

ELWOOD J. ROBINSON Advertising Agency, 725 Security Building, Los Angeles, handles radio accounts for: Consumers Credit Co.; Pacific Finance Corp.; Douglas L. Skelly & Co. Harry M. Bennett is in charge of radio department.

CAMPBELL-EWALD Co., Detroit, has been appointed to handle the cooperative advertising campaigns of the manufacturers' section of the American Gas Association. Between $1,000,000 and $2,000,000 is to be spent on advertising the first year.

HARRY G. PENMAN, advertising, 2100 Fifth Avenue, Seattle, handles radio accounts for A. Kristoferson, Inc.; Western Hotels, Inc. H. G. Penman is in charge of the radio division.

JOHN W. QUEEN, advertising and merchandising, 5 Park Square, Boston, places radio advertising for: Johnson Educator Food Co.; George C. Frye Co.; Carlton & Hovey Co.

PROSPECTS

THE NUMISMATIC Co., Fort Worth, plans to use radio as well as other media in a campaign to stimulate interest in coin collections. Guenther-Bradford & Co., Chicago, is in charge of account.

CATERPILLAR TRACTOR Co., Peoria, Ill., makes up its lists during September and plans to use radio as well as other advertising media. N. W. Ayer & Son, Inc., Chicago, handles the account.

INDIANAPOLIS Retail Meat & Grocers Association has voted a $20,000 fund for an advertising campaign to be divided between radio and newspapers.

CANADA DRY Ginger Ale, Inc., New York, makes up lists during September and will use newspapers along with other media. Account is handled by N. W. Ayer & Son, Inc., Philadelphia.

LOUDON PACKING Co., Terre Haute, Ind., (Doggie Dinner, canned dog food) is planning a radio campaign to follow its newspapers and car card campaign. Account is being handled by Robbins & Pearson Co., Columbus, O.

PROGRAM NOTES

KOL, Seattle, will hereafter be a regular contributor to the Don Lee network through presentation of the "Midweek Jubilee" each Tuesday. KHJ, Los Angeles, releases the first half-hour of the feature. This program, together with the Isle of Golden Dreams, Magic Mirror and Frank Trevor's band from KOIN, Portland, Ore., augments the northwest offerings to the network.

KOIL, Omaha-Council Bluffs, is getting jobs for the unemployed of the two cities by cooperating with the "Unemployed Married Men's Council." The council has registered unemployed men who will do work in barter for clothing, food, etc. The first program got work for 21 men in a half hour. Five minutes each evening is given to a representative of the council.

GEORGE FRAME BROWN, author of "Thompkins Corners," has written a 3-act play under the same title for presentation with the original NBC cast in a transcontinental tour beginning at Philadelphia Sept. 26.

COPIES of Walter Damrosch's 1932-33 musical appreciation course manual and students note book are being prepared for mailing to public school teachers, music instructors and club leaders.

A NOVEL shopping service was inaugurated by WINS, New York, on Aug. 15 with the first broadcast of "Shopping with Suzanna," a program designed to attract out-of-town listeners. News about articles in the manhattan department stores is broadcast. The program is carried three times a week.

THE VOICE of William Beebe, noted scientist, will be transmitted by NBC from a point half mile below the surface of the sea the middle of September. Three NBC engineers have followed Beebe to Nonsuch Island, Bermuda, to prepare for the broadcast.

KMPC, Beverly Hills, Calif., recently started a skit dealing with the everyday life of a young newly married couple, entitled "Breakfast with Sue and Jack." The feature will be on the air every day except Sunday from 7:45 to 8 a.m., PST.

WLS, Chicago, is transporting its sacred program, Little Brown Church of the Air, to the Indiana State Fair Sept. 4, where it will be presented in public and broadcast over WKBF, Indianapolis. The station's Saturday Night Barn Dance troupe is to be split for a showing at the fair Sept. 3. Half of the company will remain in Chicago for the show in the Eighth Street theater. Both shows will be broadcast.

A NEW promotional idea is being used by Princess Pat (cosmetics) in connection with the broadcasts of Oriental adventure tales by Mahraj from WBBM and WLS, Chicago. Four women are calling on listeners who have written to the sponsor for the good luck charms offered in the broadcasts. If the listener is wearing the charm at the time the agent calls she is given an order worth $5 in cash. Critchfield and Co. handles the account.

THE BRITISH Broadcasting Corporation recently presented a novel program entitled "As it Might Have Been," which was built around the assumption that broadcasting was in existence in 1902.

CIRCUMSTANCES under which local men won the distinguished service cross are to be dramatized by KOIL, Omaha-Council Bluffs, during the autumn and winter. There are some 50 wearers of the "D.S.C." in the KOIL area, and the battle incidents responsible for each award will be reproduced. The program will be sponsored by the Barnsdall Petroleum Corp., owner of KOIL.

"VIC AND SADE," new script act of domestic life, written by Paul Rymer of the NBC Chicago continuity staff, is credited with being one of the best mail pullers among sustaining programs originating in the Chicago studios. The program has been on a limited network for two months.

THE MORMON TABERNACLE Choir of more than 300 voices and the gigantic tabernacle organ of the Salt Lake City Mormon Tabernacle will go on the air over CBS Sept. 4 and at noon each subsequent Sunday.

DAILY organ programs are to be presented by WIBO, Chicago, as the result of negotiations which made the dining room of the former Steuben Club (now non-existent) a new remote control point for the station. The dining room is equipped with a Kilgen organ, and Leo Terry has been added to the station's staff to play the organ.

AN EXPERIMENT with a half-hour program of symphonic music presented every weekday morning by KYW, Chicago, pulled such a heavy mail response that the station's officials added another 15 minutes to the period.

"Crooner"

"CROONER" titles the newest of the series of motion pictures with radio broadcasting settings that seem to be the latest talkie vogue. It is an adaptation by Paramount from a story by Rian James and constitutes, as John S. Cohen, Jr., movie critic for the New York SUN says, "agreeable and fresh, if somewhat unimportant, entertainment." The story is obviously a play on Rudy Vallee's life, though the only similarity between the lead (David Manners) and Vallee seems to be that both use a megaphone.

EQUIPMENT

FIRST of the broadcasting stations to install the new velocity microphones developed by RCA Victor Co., Camden, N. J., is WCAU, Philadelphia.

WESTERN ELECTRIC Co., New York, has issued a list of 169 stations employing W. E. reproducers installed and serviced by ERPI. A map showing the stations using its turntables, indicating whether 33 1/3 or 78 r.p.m., has also been prepared for distribution.

S. K. MACDONALD, former Navy chief radioman and instructor in advanced radio at the Naval Research Laboratory at Bellvue, D. C., has been appointed representative of the Delta Manufacturing Co., Cambridge, Mass., makers of radio transmitting equipment, for the territory embracing the District of Columbia, Maryland and Virginia.

WEVD, New York, having revamped its equipment, is now installed in new quarters in the Hotel Claridge, Broadway at 44th St., where the entire fifteenth floor has been set aside for modern broadcasting studios. An air conditioner has been installed along with other innovations. The alterations were supervised by Ben Schlanger and Earl W. Daniels.

SOUND SYSTEMS, Inc., an auxiliary of WHK, Cleveland, obtained four large amplification contracts in August: viz, the National Air Races in Cleveland, Aug. 27 to Sept. 5; the Ohio State Fair, Aug. 29 to Sept. 3; the Bainbridge races and the Independence Homecoming Celebration, both scheduled for late in August.

ARCTURUS RADIO TUBE Co., Newark, N. J., has issued technical data sheets explaining the Arcturus types 46, 56, 57, 58 and 82 tubes.

ALIBI ARTISTS

■ Do your salesmen tell you that "people just haven't got the money,"—"They are scared to buy,"—and so forth, ad naseum? Sure they do. The depression has grown the best crop of alibi artists ever produced.

■ If you're lucky, you found one or two quiet unassuming fellows who never miss a day without sending a fair bunch of orders.

AT THE TOP OF THE DIAL
WNAX
570 KC.
THE HOUSE OF GURNEY INC.
YANKTON SOUTH DAKOTA

WNAX *of Yankton, South Dakota*

■ Will prove to be a real salesman for you. It plugs along eighteen hours a day, delivering the goods when the other fellow is delivering alibis.

Let This Station Sell Your Goods

in The Dakotas, Northwest Iowa, Southwest Minnesota, Northern Nebraska.
Affiliated with the CBS
Western Electric equipment throughout.
33 1/3 r.p.m. 78 r.p.m. turntables

WHEN YOU MEASURE COVERAGE

. . . don't forget percentage modulation

▼

■ Field-intensity data are basic in determining coverage, but they aren't the whole story by any means. Percentage modulation is just as important a factor in pumping more power through your listeners' loud-speakers.

■ Consider that an increase in percentage modulation from 50% to 100% will increase the loud-speaker power by four times. Yet the field intensity of the carrier remains the same. That is why the Federal Radio Commission demands that you modulate at high percentage.

■ But remember that unless you exercise extreme care your high-percentage modulation will be accompanied by serious distortion. Even in properly designed transmitters a wrong value of grid bias, for example, may cause trouble.

■ You can check on the performance of your transmitter at high-percentage modulation by means of a General Radio modulation meter. It not only measures accurately your percentage modulation, but it shows up distortion due to asymmetrical modulation of the carrier. The General Radio modulation meter is coupled to the transmitter-output circuit, its operation is in no way influenced by transmitter changes.

Let us tell you more about the General Radio modulation meter. Write us for literature.

OTHER INSTRUMENTS
By General Radio

Frequency Monitor
Volume Indicator
Volume Controls
Audio Transformers
Distortion Meter
Piezo-Electric Quartz Crystals

GENERAL RADIO CO.
INSTRUMENTS OF PRECISION AND DEPENDABILITY
CAMBRIDGE A, MASSACHUSETTS

Monitor Extension

EXTENSION until Sept. 30 of the terms of Rule 145, requiring installation of visual frequency monitors, was authorized for about 75 stations by the Radio Commission on Aug. 30. These extensions were granted because the stations have purchased apparatus not yet delivered to them, or awaiting approval of the Bureau of Standards, which has been testing all monitors. The stations are:

WLBZ, WSYB, WMAS, WCOC, WSBT, WFAM, WJBO, WCGU, WSJS, WHOM, WTAX, KMJ, KGKY, KERN, KOH, WEDC, KFJF, KGIX, KGFW, WPAD, WWAE, KFXM, WHBD, KICA, WIBX, WSAN, KTSM, WDAH, WBAX, WCBA, KWJJ, KVOA, KGCX, KARK, WCOD, KGHF, WSYR-WMAC, WAGM, KVOS, KPQ, KUOA, KGBU, KFQD, KNOW, WOWO, WGL, WPHR, KXA, WKBN, KRGV, WLBL, WIBA, KICK, WGAL, WJSV, WILM, WOAI, WMIL, KWCR, WSBC, KGCU, WCAJ, KVL, WHA, KPPC, WTAR, WEVD, KFYR, WPFB, WRAW, KFOR, WGH, KTAT, WSVS, KPJM, WFOX, WIL, KWSC, WKBZ, WAWZ, WBMS, WBTM, WCAL, WCAX, WCBD, WCBS, WCOH, WERE, WHBC, WHDL, WKBH, WOCL, WORK, WRAK, WWRL, KCRJ, KFBL, KFEL, KFJM, KGCR, KGEK, KGEZ, KGFX, KGNF, KGVO, KMA, KPOF, KSEI, KSTP, KTFI, KUMA, KWKC, KXL, KXO.

Commission Actions

(*Continued from page 29*)

1 kw. LS, unlimited. (Dismissed at request of applicant.)

WLEY, Lowell, Mass.—CP, 1370 kc., 100 w., 250 w. LS, S. H. requesting authority to move dismissed at request of applicant.)

Examiners' Reports . . .

WKBB, Joliet, Ill.—Chief Examiner Yost (Report 405, Docket 1693) recommended that application for CP to move to East Dubuque, Ill., and to change frequency assignment to 1500 kc., 100 w., half time with WCLS be affirmed as provided in a conditional grant by the Commission.

WLBW, Erie, Pa.—Chief Examiner Yost (Report 406, Docket 1724) recommended that conditional grant of CP to move station from Oil City to Erie be affirmed.

WORC-WEPS, Worcester, Mass.; NEW, Louis Reis, New York; WCDA, WMSG, and WBNX, New York, and WAWZ, Zarephath, N. J.—Examiner Hyde (Report 407, Dockets 1516, 1590, 1547, 1602, 1603 and 1513) recommended that application of WORC-WEPS for change in frequency from 1200 to 1350 kc. with raise in power from 100 to 250 w. be denied and that applications of WCDA, WMSG, WBNX and WAWZ for renewal of licenses on 1350 kc. be granted; also that application of Louis Reis for CP on 1350 kc. be denied as in default.

NEW, Edward Tomajko, Sr., Greensburg, Pa.—Chief Examiner Yost (Report 408, Docket 1750) recommended that application for CP to operate station on 620 kc. with 250 w., D. only, be granted.

WPSC, State College, Pa.—Examiner Hyde (Report 409, Docket 1714) recommended that application for renewal of license, set because of failure to provide proper equipment, be denied as in default as on evidence was offered in behalf of applicant.

WBAL is Granted 90-Day Extension

ANOTHER extension of its experimental synchronized operation with WJZ, New York, for 90 days from Sept. 1, was granted WBAL, Baltimore, by the Radio Commission, Aug. 30. Action was taken following a plea from the station and from leading Maryland citizens that the extension be granted to give the station opportunity to make arrangements for full network service, which would be curtailed to one-half time if the synchronization tests were terminated.

On June 15, the Commission authorized its first extension until Sept. 1. On that date WTIC, Hartford, sharing time on the 1060 kc. channel with WBAL, discontinued its synchronous operation with WEAF, New York. By virtue of this dual operation during regular program hours both stations were afforded full time operation, with WBAL operating full time on 1060 kc. when WTIC synchronized with WEAF and vice versa. The stations were ordered to resume half time operation on the channel, however, after the Commission had concluded that synchronization was not feasible, causing interference.

It was reported after the Sept. 1 extension that WBAL would seek a full-time regional assignment with 1 kw. at night and 2½ kw. day so as to cover Baltimore market full time.

Watch Company Loses

THE NEW YORK Supreme Court has ruled that the Waltham Watch Co., Waltham, Mass., failed to show sufficient cause to hold the Federal Broadcasting Co. liable for $25,000 because of its failure to consolidate WBNX, WMSG and WCDA, part-time New York stations.

The Waltham company testified that it had paid the $25,000 on an agreement that the merger would be effected and that the stations would carry its advertising announcements for a year. The consolidation was said to have been only partially completed, and the announcements were carried over only two stations.

Motion was granted to the plaintiff to file an amended complaint. The court held that complaint was faulty in that it did not allege that the broadcasting company had omitted to repay the $25,000.

RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

W M A Q

Established
April, 1922

Full Time
670 Kilocycles

Power—
5000 Watts
100% Modulation
Standard Equipment

Market—
Ten Million Radio
Listeners Within
a Radius of 250
Miles

Talent—
Unlimited

Production and
Continuity—
Unsurpassed

Results ! ! !

For ten years a leader in Chicago broadcasting.

WMAQ is the sole occupant of a nationally cleared channel—670 kilocycles—one of the best spots on the dial.

With power sufficient to serve the rich middlewestern market WMAQ can bring your sales message to a potential radio audience of more than 10,000,000 people.

Chicago is one of the foremost talent centers in America, thereby assuring programs of the highest quality on WMAQ.

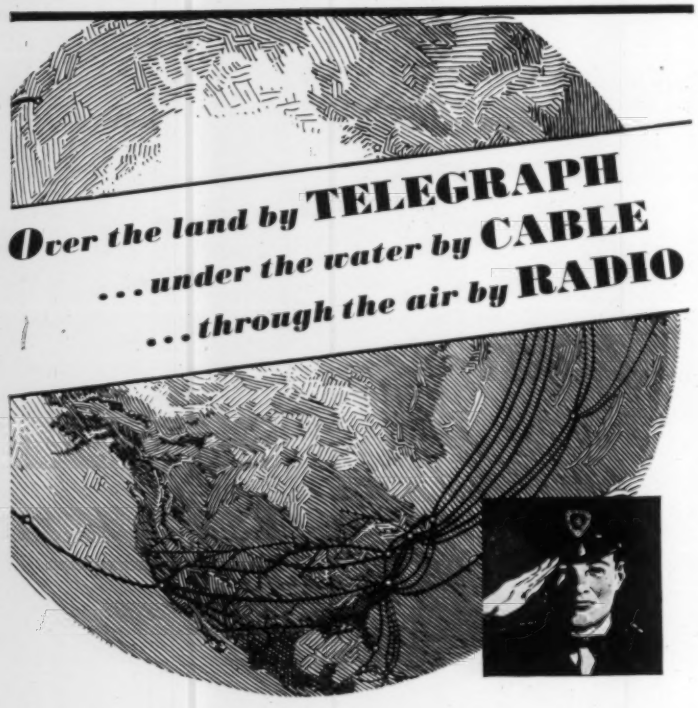
A program production and continuity department of the finest type is available to WMAQ advertisers.

This is a combination that gives results.

WMAQ

MERCHANDISE MART
. . . Chicago, Illinois . . .
Phone: . . Superior 8300

A NATIONAL BROADCASTING COMPANY NETWORK STATION



Over the land by TELEGRAPH
...under the water by CABLE
...through the air by RADIO

..Coordinated Communications that COVER THE WORLD

● Across the town or across the state...across the country or across the seven seas...it makes no difference when you use Postal Telegraph. For Postal Telegraph is part of the great International System, which provides fast, accurate, dependable message communication to the entire world through the perfect coordination of telegraph, cable and radio facilities.

Postal Telegraph reaches 80,000 places in the United States and Canada.* Working in conjunction with the other members of the International family, it reaches Europe, Asia and The Orient through Commercial Cables; Central America, South America and the West Indies through All America Cables; and ships at sea via Mackay Radio.

Use Postal Telegraph. As a member of the International System, it is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management.

**In Canada, through the Canadian Pacific Railway Telegraphs.*

To Telephone a
Telegram, Cablegram or Radiogram
just call
"POSTAL TELEGRAPH"
or *dial* your local Postal Telegraph office.
Charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — *All America Cables* — *Mackay Radio*

New Network Business

(*Continued from page 12*)

ings in the regular issues of BROADCASTING where they are reported as rapidly as signed.) CBS adds that various other innovations are about to start, including its "Columbia Guest Review," 6:30-7 p.m. Fridays, beginning Sept. 9; 10-week series on organized labor, 1-1:30 p.m. Sundays, starting Sept. 4, and the resumption of the Frederic William Wile and H. V. Kaltenborn talks, the Church of the Air, the School of the Air and the New York Philharmonic.

Couzens Report Out

THE RADIO Commission's report on commercial radio advertising, drafted in compliance with the Couzens-Dill resolution and submitted to the Senate last June 9, has been published and now is available at the Government Printing Office, Superintendent of Documents, Washington. The price is 15 cents. The report, considered the most comprehensive survey of broadcasting in all its commercial phases ever compiled, may serve as the basis of future legislation affecting broadcasting.

Time Marshals

PARADE marshals for "The March of Time," which will return to the CBS network Sept. 9, have been named as follows: Donald Stauffer, grand marshal; Tom Everitt, scripts; Howard Barlow, director of music; Mrs. Ora Nichols, in charge of sound effects.

Photo-Engravers Warned of Radio

Urged to Enroll in Audience League at $1 a Member

THE RECENTLY-organized American Radio Audience League, whose purpose is to rob existing broadcasters of their property and entrust it "to competent agents representing the audience," has obviously made a bid for the support of the American Photo-Engravers Association.

Circular letters have been sent out under the heading of the association and bearing the signature of Louis Flader, commissioner, urging all photo-engravers to join the league at $1 each.

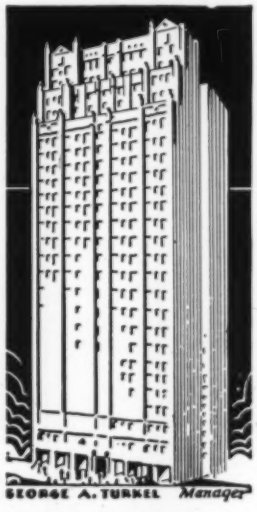
"Radio advertising is doing things to all advertising and particularly to the graphic arts and to the photo-engraving industry," the letter begins. Calling attention to the decrease in advertising in some of the better known national magazines, the writer emphasizes with capitals the statement that: "This (radio) advertising has grown even during the depression."

The commissioner points out that radio advertising requires no zinc etchings, halftones or color plates. He admits that "radio advertising is here to stay" but insists that it be on a "fair basis." This the letter does not explain.

"The American Radio Audience League is the only agency with full understanding of the issue and the will to carry the fight," the letter concludes with a plea for membership.

A Home... away from Home

Enjoy real comfort, genial social life, free use of gymnasium, beautiful swimming pool, comfortable lounges, library, open air roof garden, restaurant. Separate floors for men, women and couples. Within walking distance of business, shops and amusement centers.



Rates: DAILY $1.50-3.00 WEEKLY *from* $8.00

Five minutes from Pennsylvania or Grand Central Stations

A NEW 23 STORY CLUB HOTEL

KENMORE HALL
145 E. 23rd STREET, NEW YORK CITY
Gramercy Park — *Phone: Gramercy 5-3840*

WBBM's Renewal Ratio 71.4%

THE "Renewal Ratio" of a broadcasting station is that percentage of the station's clients who are operating on renewed contracts. It is the most important single index to the value of the station as an advertising medium, because it is the proof of the effectiveness of the station that comes only through the test of *actual usage.*

Salesmanship may influence the signing of the initial contract, but results . . . and results only . . . produce renewals. Therefore WBBM points with pardonable pride to a long list of outstanding accounts, and a renewal rate HIGHER than is recorded for any other Chicago station.

■

The Air Theatre

25,000 Watts
389.4 Meters

WBBM

100% Modulation
Clear Channel

Western Key Station of the Columbia Broadcasting System

ACTIONS OF THE
FEDERAL RADIO COMMISSION
AUGUST 14 TO AUGUST 30 INCLUSIVE

Applications . . .

AUGUST 14

WBBC, Brooklyn—Extend completion date of CP for auxiliary transmitter to 10-31-32.

WOL, Washington, D. C.—Modification of license amended to request 1240 kc. instead of 1270 kc. (Also requests increase power from 100 w. to 250 w.); also CP to make changes in equipment.

WHEB, Portsmouth, N. H.—License to cover CP granted 3-8-32 for a new station on 740 kc.

WOBU, Charleston, W. Va.—Authority to change from 500 w. day, 250 w. night to 500 w. day and night (additional 250 w. night, experimental.)

WSAZ, Huntington, W. Va.—Authority to change from 500 w. day, 250 w. night to 500 w. day and night (additional 250 w. night, experimental.)

AUGUST 16

NEW, Newark, N. J.—America's Wage Earners Protective Conference for CP to use 1100 kc., 5 kw. power night; 6 to 8 p.m. and other specified hours with WPG. (Facilities of WLWL, New York.)

WLWL, New York—Modification of license to change from 1100 kc. to 810 kc. and change in specified hours; also to operate from local sunset Minneapolis to 8:30 p. m., EST, experimentally.

WCBS, Springfield, Ill.—Voluntary assignment to WCBS.

WMBH, Joplin, Mo.—License to cover CP issued 4-22-32 for change in equipment and change transmitter locally.

KFOR, Lincoln, Nebr.—CP to move transmitter locally.

AUGUST 18

WTBO, Cumberland, Md.—Voluntary assignment to the Interstate Broadcasting System, Inc.

WSYR-WMAC, Syracuse, N. Y.—Involuntary assignment of license from Clive B. Meredith to James G. Tracy and Edmund D. Smedberg, executors of the estate of Clive B. Meredith.

NEW, Middle Village, N. Y.—Edwin Drillings for CP to use 1500 kc., 100 w., share time with WWRL, WMIL and WMBQ.

KONO, San Antonio, Tex., and KGRS, Amarillo, Tex. —Install automatic frequency control.

KFGQ, Boone, Ia.—Modification of license for changes in specified hours of operation.

KXL, Portland, Ore.—CP to move main transmitter 100 ft. from old location, same address.

KGFL, Raton, N. M.—Modification of CP issued 5-17-32 to move station to Roswell, N. M.

AUGUST 20

WQDM, St. Albans, Vt.—CP for changes in equipment, change in frequency and power from 1370 kc., 100 w., to 1340 kc., 500 w. and changes in specified hours of operation.

WWVA, Wheeling, W. Va.—Installation of automatic frequency control for auxiliary transmitter.

NEW, Jeannette, Pa.—Joseph De Palma for CP to use 590 kc., 100 w., 8 a.m. to 11 p.m.

WMBH, Joplin, Mo.—Voluntary assignment to W. M. Robertson.

WCFL, Chicago—Modify CP 4-P-B-2584, issued 5-27-32 for change location to York Township, Ill., new equipment, increase in power from 1½ kw. to 5 kw. and change hours to unlimited, to extend date of completion to 3-27-33.

KMJ, Fresno, Cal.—Modify CP 5-P-B-2363, issued 7-22-32 for local move, change frequency and power from 1210 kc., 100 w. to 580 kc., 500 w., changes in equipment.

AUGUST 23

WCAC, Storrs, Conn.—CP for changes in equipment and increase power from 250 w. to 250 w. night, 500 w. day to local sunset.

WHIS, Bluefield, W. Va.—Modification of license to change hours from shares equally with WRBX to unlimited. (Facilities of WRBX, Roanoke, Va.)

NEW, Roanoke, Va.—Roanoke Broadcasting Company for CP to use 1410 kc., 250 w., share with WHIS; requests facilities of WRBX, Roanoke, Va.

KTHS, Hot Springs National Park, Ark.—Special authorization to operate experimentally eight hours daytime on 970 kc.; share night with KRLD on 1040 kc.

KRLD, Dallas, Tex.—Special authorization to operate experimentally with unlimited day hours; share night with KTHS on 1040 kc.

KMBC, Kansas City, Mo.—CP to move transmitter outside city limits of Kansas City, Kansas.

KGHL, Billings, Mont.—License to cover CP issued 4-29-32 for change in studio location, change in equipment, increase day power to 2½ kw. (1 kw. night.)

KFRC, San Francisco; KGB, San Diego, Cal., and KHJ, Los Angeles, Cal.—Voluntary assignment of license to Don Lee Broadcasting System.

W6XS, Near Gardena, Cal.—Assignment of CP to Don Lee Broadcasting System; visual broadcasting.

W6XAO, Los Angeles.—Assignment of license to Don Lee Broadcasting System; visual broadcasting.

AUGUST 24

WJMS, Ironwood, Mich.—Modification of license to request unlimited hours of operation instead of D. only.

KDKA, Pittsburgh—License to use special experimental station W8XAR as alternate transmitter at KDKA.

KRMD, Shreveport, La.—Modify CP for local change of transmitter to request changes in equipment and increase in power from 50 to 100 w.

WTSL, Laurel, Miss.—Voluntary assignment to The Southland Radio Corporation.

KGCU, Mandan, N. D.—License to cover CP issued 5-24-32 for changes in equipment.

AUGUST 27

WILM, Wilmington, Del.—Modification of license to change hours of operation from unlimited to specified hours, 10 a.m. to 9 p.m.

NEW, Little Rock, Ark.—Arkansas Radio and Recording Company for CP to use 890 kc.; 250 w. night; 500 w. day to local sunset; unlimited hours. Requests facilities of KARK, Little Rock, Ark.

NEW, Eagle Pass, Tex.—Carrington Bros. for CP to use 1210 kc.; 150 w., D. only.

Application returned: WTEL, Philadelphia—CP to move transmitter to Somerton, Pa., move studio locally, install new transmitter, and change from 1310 kc., 100 w., sharing with WHAT to 1170 kc., 5 kw., unlimited (facilities of WCAU, Philadelphia). (Rule 49.)

AUGUST 28

WIEZ, Chicago, Ill.—Renewal of special experimental license for 1518, 2342 kc., 7.5 w.

Decisions . . .

AUGUST 16

KTAB, San Francisco—Granted authority to install automatic frequency control.

WCDA, New York; WMSG, New York, and WBNX, New York—Granted authority to rebroadcast Arlington time signals in accordance with Rule 177.

WBT, Charlotte, N. C.—Granted a 10-day extension of special authority to test with power of 50 kw. between 1 a.m. and 6 a.m., EST.

WESG, Glens Falls, N. Y.—Granted permission to discontinue operation from Aug. 15 to Sept. 15.

KGBX, St. Joseph, Mo.—Granted authority to suspend operation while moving station to Springfield, Mo.

WISN, Milwaukee—Granted voluntary assignment of license to American Radio News Corp.

W8XL, Cuyahoga Heights Village, O.—Granted modification of CP, (experimental visual broadcasting) for extension of completion date from 8-25-32 to 2-25-33.

Set for hearing: NEW H. Verne Spencer, Greensburg, Pa.—CP to operate on 590 kc., 250 w. D.; KROW, Oakland, Cal.—Request for modification of license to change hours of operation from sharing with KFWI to unlimited time. (Facilities KFWI); WFAB, New York—Request for voluntary assignment of license to Fifth Avenue Broadcasting Corp.

WMIL, Brooklyn—CP, 1300 kc., 1 kw., designated for hearing.

WCGU, Brooklyn—Authorized to operate pursuant to Rule 46.

AUGUST 18

WMPC, Church of Lapeer, Lapeer, Mich.—Granted authority to suspend operation from Aug. 22 to Aug. 28, inclusive.

WRBX, Roanoke, Va.—Granted request for an additional ten days from Aug. 20 to suspend operation.

WHO-WOC, Studio location to be determined.—Granted modification of CP, extension of completion date from 8-17-32 to 2-17-32, also change in equipment.

WCOA, Pensacola, Fla.—Granted modification of CP —extension of completion date from 7-28-32 to 9-1-32.

KLS, Oakland, Cal.—Granted license to cover CP, 1440 kc., 250 w., D.

WSMB, New Orleans—Granted installation of automatic frequency control application.

WHEF, Kosciusko, Miss.—Granted modification of CP, authority to extend commencement date from 4-18-32 to 9-18-32 and extension of completion date of CP from 7-18-32 to 12-18-32.

WNYC, New York—Granted extension of working of Rule 145 to Sept. 30.

WBCM, Bay City, Mich.—Denied authority to operate with 1 kw. D. experimentally for one week to determine accurately the daytime field strength of station.

NEW, Erie Broadcasting Corp., Erie, Pa.—Denied CP for 800 kc., 2½ kw. D. Applicant failed to enter appearance for hearing within specified time.

Applications dismissed: NEW, George F. Bissell, Glens Falls, N. Y.—CP, 1370 kc., 50 w., unlimited time; WMIL, Brooklyn—Modification of license on 1500 kc., 100 w., specified hours (facilities of WLBX); WKZO, Kalamazoo, Mich.—Modification of license for 590 kc., 250 w., 1 kw. LS, unlimited time.

WOC, Davenport, Ia. (Ex. Rep. 392)—Application for CP to synchronize with WHO, Des Moines, withdrawn without prejudice, at request of applicant.

WNBW, Carbondale, Pa. (Ex. Rep. 385)—Granted renewal of license on 1200 kc. with 100 w. D.; 10 w. night, sustaining Chief Examiner Yost.

NEW, Ray-o Vision Corporation of America, Los Angeles (Ex. Rep. 382)—Denied application for CP (experimental) to operate on 2800 kc., 500 w., sustaining Examiner Pratt. Commissioner Lafount voted in favor of grant.

AUGUST 23

WRC, Washington, D. C.—Granted license to cover CP, 950 kc., 500 w., unlimited; authority to use present equipment as auxiliary.

WBEN, Buffalo, N. Y.—Granted license to cover CP, 900 kc., 1 kw., unlimited; also granted input power, with additional power specifications.

KTSM and WDAH, El Paso, Tex.—Granted consent to voluntary assignment of licenses to Tri-State Broadcasting Co., Inc.

WEBQ, Harrisburg, Ill.—Granted consent to voluntary assignment to license to Harrisburg Broadcasting Co.

WHAS, Louisville, Ky.—Temporary authority granted to test transmitter construction with full rated power of 50 kw. Authorization permits power of 25 kw.

WSYR-WMAC, Syracuse, N. Y.—Granted involuntary assignment of license from Clive B. Meredith to James G. Tracy and Edmund M. Smedberg, executor of estate of Clive B. Meredith.

Stations granted temporary licenses pending action on docket cases: WCOC, Meridian, Miss.; WKRC, Cincinnati; WMT, Waterloo, Ia.; WNAX, Yankton, S. D.; WNOX, Knoxville, Tenn.; KARK, Little Rock, Ark.; KELW, Burbank, Cal.; KTAB, San Francisco; KTM, Los Angeles.

WGST, Atlanta, Ga.—Granted temporary license.

KGFX, Pierre, S. D.—Granted temporary license conditioned upon any decision Commission may render upon application of WNAX.

Set for hearing: WOR, Newark, N. J., and KFPM, Greenville, Tex.—Facilities applied for; WOL, Washington, D. C.—CP for changes in equipment; frequency from 1310 kc. to 1240 kc.; increase power from 100 w. to 150 w.; also modification of license to change frequency from 1310 kc. to 1240 kc., increase power from 100 w. to 250 w.; NEW, Allen Wright Marshall, Jr., and Allen Wright Marshall, Sr., and Aaron Malcom, LaGrange, Ga.—CP 1500 kc., 100 w., specified hours (facilities WRDW); NEW, Peoples Broadcasting Corp., Jacksonville, Fla.—CP 1370 kc., 100 w.; specified hours (facilities WMBR).

WJBI, Red Bank, N. J.—Extended temporary license from Aug. 22 to 3 a.m., Sept. 22.

WMBH, Joplin, Mo.—Consent to voluntary assignment of license to W. M. Robertson; also license to cover CP 1420 kc., 100 w. night, 250 w. day, specified hours.

KFBI, Milford, Kan.—Authorized suspension of working of Rule 145 provided station strictly complies with Rule 144.

NEW, Sparks-Withington Co., Jackson, Mich.—Granted CP for visual broadcast station to be operated upon bands 1600-1700; 43000-46000, 48500-50300; 60000-80000 kc. with 100 w.; also CP for special experimental station on the same bands and on 1550 kc. with 100 w., sustaining Examiner Pratt.

NEW, Abilene, Tex.—Denied application for CP for broadcast station to operate upon 1340 kc., 100 w. power, unlimited time, sustaining Examiner Pratt.

WCSH, Portland, Me.; KOIN, Portland, Ore.; WDAY, Fargo, S. D.; WFIW, Hopkinsville, Ky.—Denied petition for reconsideration of refusal to grant an increase of power to 5 kw.; oral argument was also denied and request for amendment of regulations.

WLBW, Erie, Pa.—Commission reaffirmed its action of 6-3-32, granting applicant permission to move station from Oil City, Pa., to Erie following withdrawal of protest of WERE, Erie.

Washington Visitors*

E. B. Gish and M. H. Clack, KGRS, Amarillo, Tex.
Clayton C. Townes, WKBN, Youngstown, Ohio
E. D. Aber, WMBH, Joplin, Mo.
Daniel C. Bleser, Manitowoc, Wis.
James F. Hopkins, WJBK, Detroit
Bernard Benjamin and Clarence Baker, WERE, Erie, Pa.
John H. Stenger, WBAX, Wilkes Barre, Pa.
D. E. Bennett, KARK, Little Rock, Ark.
C. E. Pfautz, RCA, New York
Thomas E. Sharp, KFFD, San Diego, Cal.
R. D. Campbell, A. T. & T., New York
J. R Goranflo, WMBF, Binghamton, N. Y.

A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and BROADCASTING, *August 14-30.*

WEVD, New York—Granted right to join in protest against the removal of transmitter of WCGU from Brooklyn to Long Island City.

AUGUST 30

WPG, Atlantic City, N. J.—Modification for fulltime (facilities of WLWL, New York.)

WSYB, Rutland, Vt.—Modification to request 1 less hour week-day evenings.

WOAI, San Antonio—License to cover CP for 5 kw. auxiliary transmitter.

KTAT, Fort Worth—Modification of license to change name to KTAT Broadcast Co.

KGEZ, Kalispell, Mont.—License to cover CP to move transmitter and studio locally.

KMTR, Los Angeles—Modification of license to increase power from 500 w. to 1 kw.

Application returned: WTSL, Laurel, Miss.—Voluntary assignment to Laurel Broadcasting Co.

WBAL, Baltimore, Md.—Granted synchronization extension with WLZ to Dec. 1.

KFOR, Lincoln, Nebr.—Granted CP to move transmitter locally.

WKAQ, San Juan, Porto Rico—Granted license to cover CP, 1240 kc., 1 kw., half time.

WFAS, White Plains, N. Y.—Granted license to cover CP, 1210 kc., 100 w., quarter time.

WHEB, Portsmouth, N. H.—Granted license to cover CP, 740 kc., 250 w. D.

WMC, Memphis, Tenn.—Granted license to cover CP, 780 kc., 500 w., auxiliary purposes only.

WBT, Charlotte, N. C.—Granted license to cover CP, 1080 kc., 25 kw., unlimited.

KPJM, Prescott, Ariz.—Granted license to cover CP, 1500 kc., 100 w., unlimited.

KPIM, Lamar, Colo.—Granted license to cover CP, 1420 kc., 100 w.; shares KGIW.

WNBX, Springfield, Vt.—Granted modification of CP to change location of transmitter slightly.

WBBC, Brooklyn, N. Y.—Granted modification of CP, extension of completion date to 10-31-32.

WHAS, Louisville, Ky.—Granted modification of CP, extension of completion date from 8-17-32 to 10-17-32.

KONO, San Antonio, Tex.; WRSC-WOAN, Memphis, Tenn., and KGRS, Amarillo, Tex.—Granted installation of automatic frequency control equipment.

KVOO, Tulsa, Okla.—Granted modification of CP, extension of completion date from 8-17-32 to 12-17-32.

WFLA-WSUN, Clearwater, Fla.—Granted license to cover CP, 620 kc., 1 kw. night and 2½ kw. day, directional antenna.

KFGQ, Boone, Ia.—Granted special authority to operate from 6 a.m. to 8:30 a. m., CST, on Sundays only, from 9-4-32 to 10-30-32, inclusive, provided WIAS remains silent, with understanding that it may be terminated by the Commission at any time without prior notice.

WJMS, Ironwood, Mich.—Granted authority to operate until 7:15 p.m., CST, during September.

KRMD, Shreveport, La.—Granted special authority to operate from 1 p.m. to 2 p.m. and from 5 p.m. to 6 p.m., CST, on Saturdays only, from 9-3-32 to 3 a.m., EST, 12-1-32, with understanding that it may be terminated by Commission without prior notice.

Action on Examiners' reports:

KGGF, Coffeyville, Okla.—Remanded to docket to permit KFBI, Milford, Kan., to be heard. Applicant desires to move to Coffeyville, Kansas.

KFWI, San Francisco (Ex. Rep. No. 391)—Denied application to increase day power from 500 w. to 1 kw., sustaining Examiner Hyde.

NEW, J. T. Griffin, Tulsa, Okla.—Denied CP for new station, 1400 kc., 250 w. night, 500 w. day, sustaining Examiner Hyde.

NEW, Joe K. Jernigan, Cyril W. Reddock, Julian C. Smith, John T. Hubbard, d/b as Troy Broadcasting Company, Troy, Ala.—Granted CP for new station on 1210 kc. with 100 w. power, daytime, sustaining Examiner Pratt.

NEW, Tennessee State Press Co., Knoxville, Tenn.—Denied CP, 560 kc., 1 kw., 2 kw. LS,, unlimited time (facilities WNOX). Failed to enter appearance.

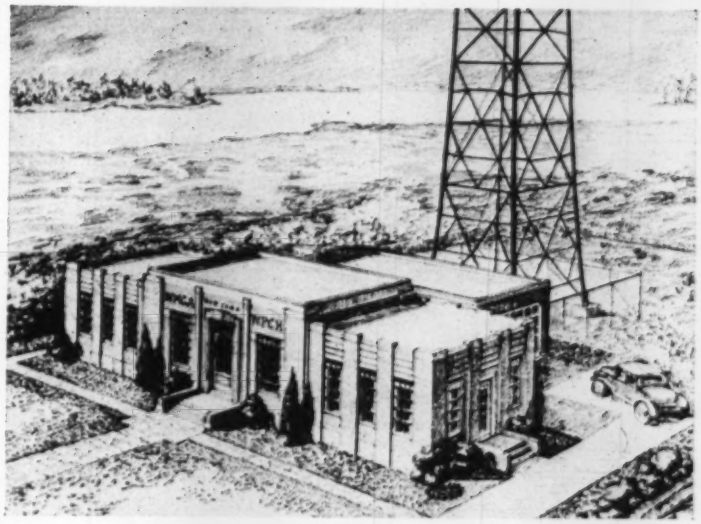
Set for hearing: KLRA, Little Rock, Ark.—CP to make changes in equipment and change power from 1 kw. to 1 kw. night, and 2½ kw. LS.

KPJM, Prescott, Ariz.—Voluntary assignment of license to M. B. Scott and Edward C. Sturm.

KTFI, Twin Falls, Idaho—Modification of license to increase D. power from 500 w. to 1 kw. (facilities of KGKX.)

Dismissed: WBCM, Bay City, Mich.—Modification of license, 1410 kc., 500 w.,

(Continued on page 24)



New Transmitter House of WMCA

WMAC's new transmitter house is located at College Point, Flushing, L. I., which commences operation about Sept. 15. The last word in station architecture and construction, the transmitter incorporates a "secret" ground system devised by Frank Marx, Knickerbocker Broadcasting Company's chief engineer, all embedded in salt marsh, and regarded as ideal for transmission. The antenna system includes two 350-foot towers. The transmitter house has three apartments, one being the home of Mr. Marx and his family. The other apartments are used by engineers on duty.

Bar Report Criticizes Commission

(Continued from page 13)

overquota zones. In an outstanding instances of this sort, two established stations with substantial investments were put out of existence solely because they were located in an overquota zone while during the same period additional facilities were given without hearing to two other stations in the same city.

"Duplicate operation of stations is permitted on some clear channels (without hearing) and is refused on others for grounds which are at least equally applicable in both cases.

"Distance separations from the Canadian border and power limitations on Canadian-shared channels are determinative in some cases and are disregarded in others.

"So-called 'experimental' assignments to broadcasting stations are charged against quota in some cases and not in others.

"Violations of identical regulations are considered ground for deleting a station in one case, and are not considered sufficient reason even for subjecting another station's renewal application for hearing."

Re Clear Channels

THE COMMITTEE declared that clear channels, called the only means of reaching large portions of the rural sections, are "undergoing a relentless process of corrosion which threatens ultimately to ruin them." The corrosion, the report adds, has taken the form of permitting duplicate operation of stations on clear channels by "consent" of the dominant clear channel station, the authorization of daytime and limited time stations on clear channels at inadequate separations and the recent consent of the United States to the use of two United States clear channels by proposed Canadian stations of 50 kw. power, immediately or eventually.

"Individual members of the Commission informally hold the broadcasters responsible for what is occurring because of the 'consents' which some of them have given. In a measure this criticism is justified. As a consequence of the importance of the advertiser to a broadcast station's economic support and of the fact that the ordinary advertiser cares little for rural coverage, there is over-emphasis on urban as against rural coverage. This results in pressure on the Commission for the impairment of clear channels by duplicating stations. The origin of this pressure, however, would seem to emphasize, rather than lessen, the Commission's responsibility to protect the listening public aganst further impairment of interference-free reception. Congress did not delegate to individual broadcasters the power to barter away the rights of rural listeners."

Failure to Hear Cases

THE COMMITTEE also criticized the Commission for its failure to sit more frequently in the hearing of oral arguments. Out of more than 200 cases decided during the past year the Commission sat in only five hearings and permitted oral argument in only eight cases, although that privilege was requested in a large proportion of cases, the report states. "Since the Commission was originally established to act as a quasi-judicial body for the hearing and applications," the committee says, "and since, with its large staff and the falling off of application, its duties are comparatively light, it would not seem asking too much of it that it sit more frequently in the actual hearing of the contentions of both the opposing parties."

Fortunately, the report continues, both applications and hearings are showing a marked decline, which is only partly due to the depression. A more potent factor has been the adoption of definite rules and regulations which, to the extent that they are certain, intelligible and uniformly enforced, naturally obviate the pressing of a large share of hopeless applications.

A slap at certain educational and propaganda groups which have been campaigning against the American Plan of broadcasting in favor of the so-called European is taken by the committee. "A great deal of misinformation has been assiduously circulated with regard to the nature and success of systems established in other countries," it said in urging a "trustworthy compendium of information as to the manner in which other countries regulate radio communication."

Hits Canadian Plan

THE CANADIAN plan for nationalization of its broadcasting is analysed by the committee with a good deal of skepticism as to its practicability. It refers to the Radio Commission report submitted to the Senate in response to the Couzens-Dill Resolution showing that annual gross expenditures for 571 out of the 607 stations in the United States last year totaled $77,995,405.68. Canada plans to collect $2 a year from each of 600,000 radio set owners as the main source of revenue to sustain its system.

"It is clear, therefore," says the report, "that for financial reasons, if for no other, realization of the Canadian plan faces serious practical obstacles. Unless the receiving license fees are greatly increased, or unless advertising revenue proves much greater than may be expected from the experience of United States stations, the Canadian Commission will not receive enough money to operate the proposed chain of stations, let alone the acquisition or construction of such stations."

Anticipating that it will take five to ten years to accomplish the project, the report adds, however, that evidence of a "substantial undercurrent of opposition" to government control of broadcasting in Canada might tend to delay or prevent realization of the plan.

Court Cases Reviewed

REVIEWING court litigation, the committee brought out that the Supreme Court of the United States has yet to utter its first pronouncement on either the validity of the construction of any provision of the Radio Act of 1927, despite a half dozen attempts to have the questions adjudicated finally. Summaries are given of the past year's court decisions, together with the more important pending cases, such as those raising the issues of property rights, validity of the Davis amendment and free speech on the air. The report points out that the expense of an appeal is almost prohibitive for small stations, the cost of printing records averaging $2.25 a page and the records being regularly of substantial size.

The decision of the Nebraska

(Continued on page 30)

PROFESSIONAL DIRECTORY

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Allocation Engineering
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T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
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Washington, D. C.

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Radio Consultant
Cases Prepared for Hearing Investigations
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The Other Fellow's Viewpoint...

Free Advertising

To the Editor of BROADCASTING:

I congratulate you heartily upon publishing J. D. Secrest's story on the free advertising racket. Calling names is the best thing you can do to combat this racket, and it is just too bad that "Dupont Style Service" and "Cleanliness Institute" were overlooked in this story, as this is a great pair.

It is interesting to note that the theatres are becoming more and more "liberal" in offering their talent for broadcasts. All they ask, of course, is that you give them fifteen or thirty minutes of your time in return for their vaudeville stars.

From the very first issue, BROADCASTING has been a real force in exposing the "chiselers," and now that the names are being called, it is even better.

Cordially yours,
MARTIN B. CAMPBELL,
General Manager, WFAA.
Dallas, Tex., Aug. 8, 1932.

Bar Report

(*Continued from page 29*)

Supreme Court in the KFAB case, in which the station was held jointly liable with the speaker for libel uttered over the station, has had "unfortunate consequences," the report states. Without attempting to criticise the opinion from the point of view of its correctness, the committee said that speeches by or in behalf of opposing candidates for political offices frequently contain matter which, if untrue, may be actionable defamation, adding:

"Only by permitting such utterances may the misdeeds of officeholders and of candidates be exposed to the public. Freedom of speech by radio in the sense and to the degree upheld by the United States in the case of the press becomes a delusion, as a practical matter, if the privilege is given to, or the responsibility is placed on, the broadcaster to censor a political speech for alleged defamatory utterances. The broadcasting station having to a large extent replaced the public platform of yesterday, it would be unfortunate for the cause of free discussion of public issues if the broadcaster must face the dilemma between censorship and liability for damages."

Opposing all plans to limit broadcast advertising, the committee said such proposals come from a variety of sources, some of which are competing advertising media having an obvious selfish interest in depriving broadcasters of advertising as a source of revenue.

"It cannot be gainsaid," says the report, "that at times and with respect to many broadcast stations the advertising talk has been annoying to listeners, both because of its character and because of its amount. On closer scrutiny of the complaints, however, it will be found that for the most part they are based on a relatively small number of specific programs, mostly sponsored by tobacco companies, some of which have effected a noticeable improvement in their advertising continuities during the past year.

Small Stations Hit

"THE SMALLER stations, with comparatively restricted audiences, furthermore, have on the whole been worse offenders than the larger stations in giving way to extended sales talks and pleading. In extenuation of many stations it should be added that during the past year financial conditions have forced the taking of advertising which otherwise would not have gained admittance. There is every reason to hope that, with the return of normal conditions, the self-interest of the broadcaster and of the advertiser, combined with the listener's power of censorship by turning away from an offending program, will automatically eliminate excesses."

The committee discussed in considerable detail the proposal by Senator Dill regarding the use of stations by public candidates for the discussion of public questions and the "rate-making" suggestion that regular rates shall be charged by stations for such programs. Pointing out that Section 18 of the radio law imposes on broadcasters the obligation of according equal opportunities to candidates for political office, the report states that it is now proposed to expand that provision to include speeches made in support of or in opposition to any candidate.

The complaints registered against the proposed extension have been based on its particular phraseology which, the committee held, is open to criticism on the score of indefiniteness and practical unworkability. On rates, however, the committee stated the legislative tendency has been to avoid rate regulation of broadcasters.

"In the absence of evidence that there is any widespread evil to be remedied, the committee doubts the advisability of introducing any species of rate regulation into the radio act," the report concludes.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Engineer with W.E. 5 and 50 kw. and RCA 500 watt television experience; also 3½ years commercial operating; single; will go anywhere; good references. Address Box 46, BROADCASTING.

Radio operator, commercial license, college graduate, Bachelor of Science in Electrical Engineering, seven years' experience, desires position anywhere. Address Box 50, BROADCASTING.

Young lady holding first class radiotelephone license desires position in Broadcasting station. Experienced operator and announcer. Musical training and typist. References. Address Box 40, BROADCASTING.

Help Wanted

A newspaper affiliated station wants a keen ambitious salesman as commercial manager. Not a high pressure "spots" rate cutting type of salesman, but one who is filled with persistence—knows how to merchandise an account—develop program ideas for sponsorship.

Tell everything about yourself in absolute confidence—your qualifications, experience, references—present and past salary, record of sales, etc. Box 51, BROADCASTING.

Wanted to Buy

Wanted—To buy or lease 100 watt station. Must be in excellent location and a bargain. Box 49, BROADCASTING.

For Sale

Two 2500 Volt D. C. 6 ampere, 1800 r.p.m. high voltage generators.

One 25 Volt D. C. 300 ampere, 1800 r.p.m. filament generator.

One 75 H.P. 440 Volt, 60 cycle, 3 phase, 1800 r.p.m. Synchronous motor.

One 125 Volt D. C. exciter for above machines complete with heavy cast iron base, also power controller panel automatic starting for above motor.

Complete unit specially built by the Central Motor & Repair Company, Chicago, Illinois. Slightly used. In good condition. Can be purchased at a very reasonable figure. Address Box 52, BROADCASTING.

A CLASSIFIED AD WILL DO THE JOB

HELP WANTED
You may choose a new employee from numerous experienced applicants if you insert a Help Wanted classified ad in BROADCASTING.

SITUATIONS WANTED
Outline your experience and qualifications in a classified ad in BROADCASTING. Some station needs you—reach your next employer through BROADCASTING. Others have done it with success.

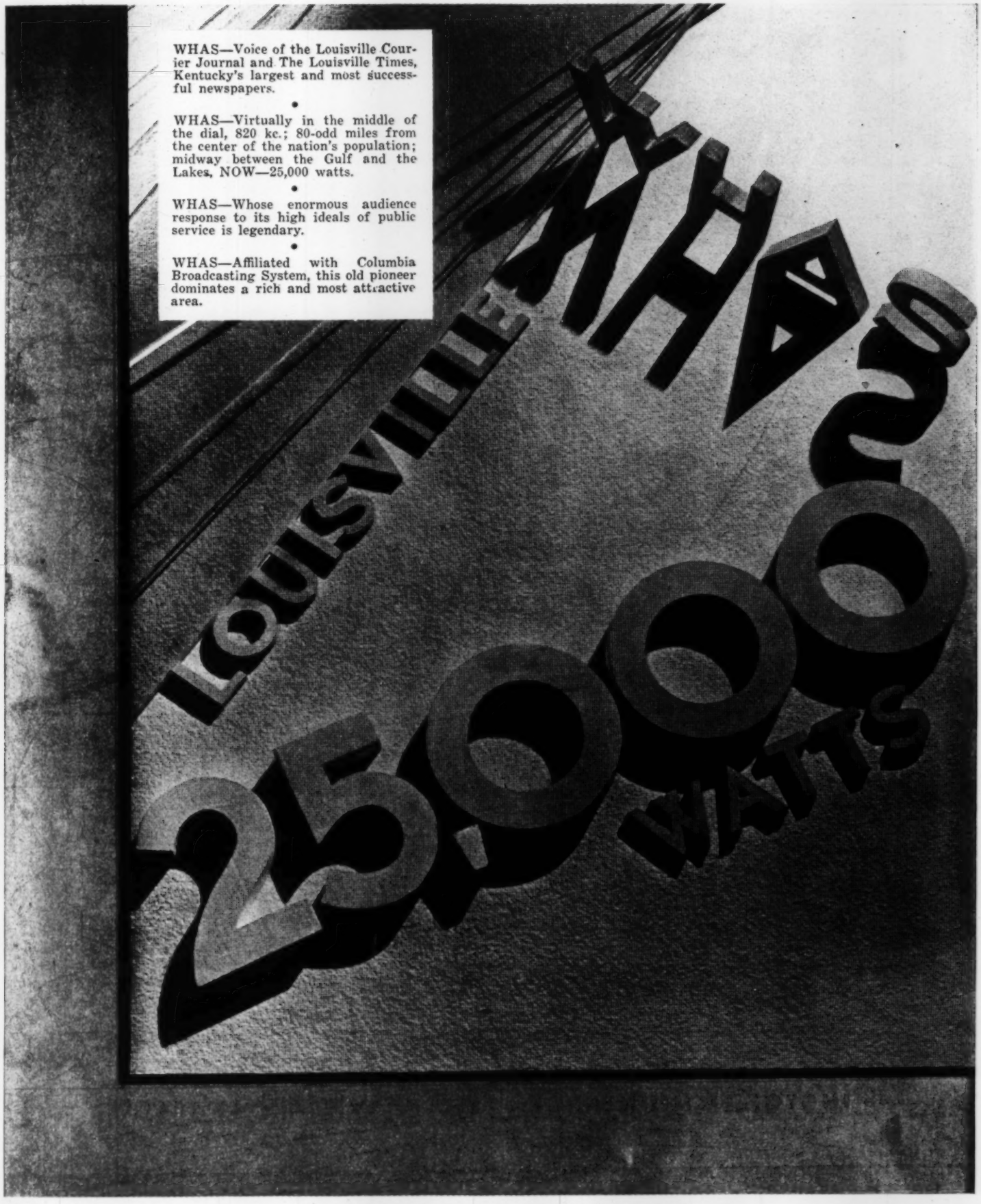
WANTED TO BUY
If you would like to buy some used equipment, insert a classified ad in BROADCASTING and choose from several attractive offers.

FOR SALE
Equipment that you are not now using may be readily converted into cash. Just tell station managers and engineers what you wish to sell. Do it with a classified ad in BROADCASTING.

REPAIR SERVICES
Do you repair microphones, tubes or other station equipment? There is more business for you if you outline your services to stations through a classified ad in BROADCASTING.

Copy should reach this office ten days prior to date of publication.
Classified ads do the job quickly and economically.
7c per word—cash with order.

BROADCASTING
NAT'L PRESS BLDG., WASHINGTON, D. C.
THE NEWS MAGAZINE OF THE FIFTH ESTATE


WHAS—Voice of the Louisville Courier Journal and The Louisville Times, Kentucky's largest and most successful newspapers.
•
WHAS—Virtually in the middle of the dial, 820 kc.; 80-odd miles from the center of the nation's population; midway between the Gulf and the Lakes, NOW—25,000 watts.
•
WHAS—Whose enormous audience response to its high ideals of public service is legendary.
•
WHAS—Affiliated with Columbia Broadcasting System, this old pioneer dominates a rich and most attractive area.
LOUISVILLE
WHAS
25000
WATTS

XUM